

THE

QUILL

A MAGAZINE FOR JOURNALISTS



JULY, 1958

CHIANG KAI-SHEK DISCUSSES PRESS FREEDOM

The leader of Free China posed for this picture with Howard R. Long in Taipei after giving the exclusive interview which appears on page 8.

50 CENTS

Why are utilities investing in atomic-electric power?

High cost is one of the much-discussed problems of the development of atomic-electric power plants now being planned, built or operated by the independent electric light and power companies. Compelling reasons for their investment in this field are outlined by Raymond Moley in this column from Newsweek.



Reprinted with permission from Newsweek

The utilities will be operating these [atomic-electric power] plants over the years ahead when it may be possible to recoup the unprofitable outlays that are necessary in these experimental and relatively primitive years. For no one yet knows either the type of reactor which will ultimately be the answer, the best type of fuel, or the metallurgical angles yet to be solved.

They face, however, the inexorable prospect of astronomical increases in the demands for electricity in a miraculously growing economy.

In terms of a huge unit of measurement called the Energy Unit, the world now uses two-tenths of an EU a year. The total energy used in the world from A.D. 1 to 1860 was six and a half units. From 1860 to 1957, five more were consumed. By A.D. 2000, ten to twenty more units will have been used. But by that time one unit a year will be needed, five times the present consumption. We must take a sharp look now at the energy sources conventionally used, such as coal, oil, gas, and falling water. And we must plan to use some other form of energy-producing resources.

The need is emphasized by the estimates of power needs in the United States. Between 1946 and 1956 the private investor-owned companies increased their generation of power 154 per cent.

In New England, where population growth is only moderate, power consumption increased 95 per cent. The current growth in that region is shown by the fact that the companies there have scheduled for construction in the next three years an increase of 20 per cent over the present. In the upper Midwest from Ohio to the Dakotas

generating capacity is being increased over 11 per cent a year.

In the Pacific Northwest, the past ten years have seen a 66 per cent increase. In the mountain region comprising Utah, Wyoming, Colorado, New Mexico, and Arizona the plant capacities of the investor-owned companies have increased in the past ten years three and three-quarters times and the present rate of increase is 9 per cent a year. In the region comprising Texas, Oklahoma, Arkansas, Louisiana, and Mississippi, the second fastest growing region in the nation, the growth of electrical-energy supply has not only kept pace with general economic progress and population growth but has made expansion in other fields possible. The Southeastern region has increased generating capacity by 63 per cent in five years.

For the ten-year period from 1946 to 1956 California had an increase of 170 per cent in power supply.

Of course, these regions differ greatly in their energy resources. New England is decidedly needy in coal and oil. This adds to the cost of producing power from conventional sources. Utah and the region nearby is indescribably rich. These differentials count in the urgency with which the companies are seeking the solution through atomic power.

Thus the progress of nuclear power will be conditioned by costs. Taking a close look at the new source, most [companies] are deep in investing in atomic plants, planning toward the time when that inexhaustible source will be competitive with what they have now.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

THE QUILL for July, 1958



Three little future accountants seem to be amazed at the figures their father is showing them in the family budget. Their father and mother, Mr. and Mrs. Richard Baer, through long

experience, appear able to take the budget more in stride. Mr. Baer is an accountant in the General Office of Standard Oil Company where Standard's annual budget is prepared.

Where does the money go?

REVIEWING FAMILY BUDGETS, pleasant or not, is a task every family has to face at some time. And every business, too. In a way, company finances are a lot like personal financial problems.

Companies, too, must watch the pennies. Like you, Standard Oil and its subsidiary companies took in a certain amount of money last year. And here's what happened to it.

*You are welcome to a copy of our 32-page 1957 Annual Report.
Just write to Standard Oil Company, 910 S. Michigan Ave., Chicago 80, Ill.*

1. Things we bought and used... 59.5%

Most of the money we took in went for things we had to buy, such as crude oil, materials and services, plus charges made for wear and tear. These costs are roughly comparable to your living expenses. We buy everything from paper clips to structural steel from more than 32,000 independent companies in hundreds of American communities. While our costs have skyrocketed in the past few years, prices of oil products have gone up only slightly in the same period!

2. Taxes paid... 18.7%

Our next biggest item—even bigger than our payroll—was for taxes, including our own taxes, and those we collect from our customers for national, state and local governments. All together this totaled \$447,048,487. And that figure does not include the many "hidden" taxes everyone pays!

3. Wages, salaries, benefits... 15.5%

Then there were wages, salaries and benefits for our 49,680 employees. Standard Oil employees enjoy one of the most progressive benefit programs in any industry. Back in 1903, when retirement plans were virtually unheard of in industry, Standard Oil started its retirement plan. It was among the first industrial companies in America to do this.

4. Profits used for improvement... 4.0%

After all costs of doing business were taken care of, 6.3% was left. This is profit. We used part of this, or 4.0% of our total income, to expand

facilities and to improve our products and services for the millions of people who depend on us for petroleum products.

5. Profits paid to owners... 2.3%

The balance, or 2.3%, went as dividends to our 148,400 shareholder-owners. Standard Oil has paid dividends for 64 consecutive years. The value of dividends paid in 1957, including a special fourth quarter dividend, was \$2.11 per share. We try to pay share owners a dividend equal in value to approximately half of earnings each year, reinvesting the remainder for future growth in the interest of shareholders, employees and the public.

6. And that's where our money went!

All the money we took in has been accounted for. At our service stations, our plans and investments face the final test, for our millions of customers are the bosses. Through our subsidiaries, we serve all America. Our products are sold in 48 states.

What makes a company a good citizen? To be a good citizen a business must be frank and open—with employees, stockholders, customers, the public. In advertisements like this during the year, we at Standard Oil publish reports to our neighbors so you will know how we work, something about our Standard Oil family, where our money goes, and the part we play in the prosperity of the communities in which we live and work.

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(INDIANA)

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THE SIGN OF PROGRESS...
THROUGH RESEARCH

Bylines in This Issue

FOR the last nine months **Dr. Howard R. Long** has been serving as a visiting professor of journalism at the National Political University in Taipei, Formosa. He has taken advantage of the opportunity to study at first hand the problem of press freedom in the Far East, and particularly in Formosa. His exclusive interview on this subject with the leader of Free China, "Chiang Kai-shek Outlines Conditions for Freedom of Press in Formosa," appears on page 8.

Dr. Long has been chairman of the Department of Journalism at Southern Illinois University since 1953. He was formerly a member of the faculty of the School of Journalism at the University of Missouri.

THE role West Virginia newspapers have played in the successful integration of the state's schools is analyzed by **Harry Ernst** in "Press Meets Prejudice With Humor, Enlightened Coverage, and Backbone" (page 15). The author also outlines a policy newspapers might follow in helping improve race relations.



HARRY ERNST

A native of West Virginia, Ernst became a sports writer for the *Charleston Gazette* while still in high school. He received the bachelor and master's degrees from the Medill School of Journalism at Northwestern University. He was editor of the campus daily and a graduate teaching assistant.

After two years in the Army, he returned to the *Gazette*. His freelance articles have appeared in national publications, including the *New York Times Sunday Magazine*.

SOME offhand comments heard about journalism graduates can stand modification in the light of a survey made by **Robert M. Pockrass**, who has written "Typical Journalism Graduate Sticks to His Job, Is Optimistic of Future" (page 13).

Pockrass is a native of Yonkers, New York. He holds a B.A. degree in journalism from the University of North Carolina, worked in the editorial department of Fairchild Publi-

Look for It Next Month

Shrine of Press Freedom

By Dudley B. Martin

Black Belt Rural Press

By Glenn Sisk

Can Radio and TV Fill the Gap?

By Donald E. Brown and Marlowe Froke

cations in New York City, and was editor of the weekly *Union*, New Jersey, *Register*. After military service he earned the M.S. degree in journalism at the University of Illinois.

In 1948 he joined the journalism faculty at Pennsylvania State University. On leave from his own campus in 1955-56 he taught and did most of the work in a Ph.D. program in mass communication research at Stanford University and plans to return there this year to complete his thesis.

THE story of how newsmen have covered the shooting-for-space activities at Cape Canaveral is told by **Charles Taylor** in "Rocket Fizzle Launched Newest Kind of Correspondent—the Birdwatcher" (page 11).

Taylor, twenty-eight-year-old *United Press* staffer in the Miami bureau for several years, has been "birdwatching" from *UP's* special bureau since it was set up at Cocoa Beach in mid-December. The bureau is a two-room apartment right on the beach, with a fine view of the Cape. The teletype is in the living room, and the picture bureau is across the street.

Taylor, who says his present assignment is "by far the most interesting thing I've done for *UP*," finds fascination in watching the missiles fly and in trying to absorb what little a layman can about them. He attended the University of North Carolina, majoring in journalism, then served two years in the Marine Corps before joining the wire service.

VICTOR J. DANILOV'S significant articles have appeared in *THE QUILL* frequently. In this issue he reviews journalistic experiments that have failed and a dream that lives on—"The Adless Paper May Be Visionary Idea, but the Vision Persists" (page 17).

Danilov, Director of Public Information at the University of Colorado, has a broad background in journalism. He has served on the news-editorial staffs of newspapers in Sharon

and Pittsburgh, Pennsylvania; Youngstown, Ohio; Chicago and Kansas City. He holds an A.B. degree from Pennsylvania State University and an M.S. degree from Northwestern University. He has taught journalism at the University of Colorado and the University of Kentucky and is author of a widely used textbook, *Public Affairs Reporting*.

ROSS A. LEWIS, whose cartoon drawn especially for *THE QUILL* appears on the editorial page, has been



ROSS A. LEWIS

the editorial cartoonist for the *Milwaukee Journal* since 1935. A native of Michigan, he studied at the Wisconsin School of Art and the Layton School of Art in Milwaukee and at the Art Students League in New York City. He joined the *Milwaukee Journal* in 1925. During the Korean War he toured United States base hospitals in Japan making sketches of wounded personnel, for which he received a Defense Department citation.

In 1935 Lewis won the Pulitzer prize for cartooning. His drawings have been exhibited at the Chicago Art Institute, and at a number of schools of journalism. Twice he has served as a judge of the Sigma Delta Chi national contests for cartoons. His hobby is sailing.

THE editor and publisher of the five thousand circulation daily *Bulletin* at Bend, Oregon cites his own experience in "Smaller Newspapers Can Help Solve Their Own Reporter Shortage" (page 19).

Robert W. Chandler "swung the deal" for the *Bulletin* in the fall of 1953 and has tried since to balance life between running the paper and helping his wife rear five daughters.

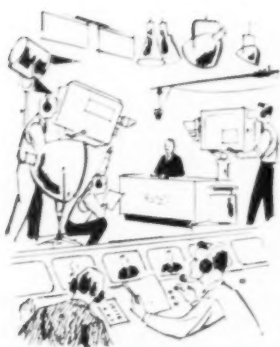
Chandler, a Stanford University graduate, was one of the founders of the Colorado professional chapter of Sigma Delta Chi. He was a special agent in the Counter Intelligence Corps, Pacific, during World War II, with service in Australia, New Guinea, the Philippines, Korea and Japan.

Returned to civilian status, he joined the *Denver Post* staff, four years later moved over to a Denver public relations firm, then two years later returned to Stanford to complete work for the A.B. degree in 1953 while working as editor of the alumni magazine.



Like your Television Set ...

there's more to Cities Service than meets the eye!



Behind the performers on even the simplest television show is at least one writer, producer, director, camera crew, prop man and engineer—to say nothing of the fantastic network of electronic equipment that transmits their efforts to you.

The newscaster who brings a summary of the day's events appears alone on this screen, but behind him—unseen by the TV audience—are thousands of men and women who made his program possible. They include the people who designed and built the facilities of TV transmission, cameramen, technicians, script writers, directors, producers, newsmen throughout the world, and many others.

Producing gasoline is like that. To provide the motor fuel which flows from pump to car requires a host of people who must find and produce the crude oil, refine it, test it in laboratories, transport it to distributing points, and finally deliver it to the station tanks to await the customer's order to "fill 'er up."

In the case of Cities Service, one of the nation's leading oil companies, all this required a capital investment of more than \$179,000,000 in 1957 alone. It is money well invested, for petroleum products are vital to modern living—second only in importance to food itself.



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THE QUILL, 35 East Wacker Drive,
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THE QUILL for July, 1958

THE QUILL

A Magazine for Journalists

Founded 1912

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Vol. XLVI

No. 7

Are We Crying Wolf?

THE criticism most often directed at this page of THE QUILL is that it devotes too much attention to the problems of press freedom and censorship. I have never been able to determine whether those who voice it believe it is a convenient plea in avoidance and a shining example of the Afghanistan school of editorial writing, or whether it represents a defeatist philosophy which dismisses a problem by ignoring it.

Freedom of the press is not an academic question in Formosa, where the editors of Free China are sturdily resisting what appears from this distance to be a vicious form of government supervision of editorial expression. As Dr. Howard R. Long points out in his exclusive interview with Chiang Kai-shek in this issue, Formosa lives in the shadow of the Communist threat of Red China and it is understandable that some apprehension is felt, though it certainly does not justify the means proposed to cope with that danger.

It is not an academic issue with the editor of the daily paper in India who told me recently of the threats made against his life by the Communists and the attempts to wreck his newspaper plant because he insisted on attacking the party line in his state, where the Communist party won the last election.

India, he told me proudly, guarantees freedom of the press, and the vigorous expression of editorial opinion is not subject to official reprisal. But in India, as in this country, there are officials who seek to clamp a ban of secrecy around their offices. It is encouraging to note that newspapermen in India are fighting governmental secrecy, as is the American press.

NOR is it an academic issue in this country. Recently Congressman Charles O. Porter of Oregon wrote to THE QUILL calling attention to a news item in his state from the Florence Siuslaw Oar, which read: "Due to a new policy invoked by the local medical board to prevent the invasion of privacy, admissions and discharges at Western Lane Hospital will no longer be publicized."

It can be argued that this item does not underscore an alarming attack on the people's right to know, but Congressman Porter recognizes that, multiplied at the local level all over the country, it does present a threat to access to news. It is encouraging to note that members of Congress are becoming increasingly aware of the problem, as is also evidenced by the recent action of



There Are Handouts for Newspapermen, Too

Drawn for THE QUILL by Ross A. Lewis, Milwaukee, Wis., Journal.

the Senate Judiciary Committee in approving legislation to prevent the government's executive branch from withholding non-security information. The act which the legislation seeks to amend has been on the statute books since 1789. The House in April approved an amendment which does not authorize the withholding of information or limit the availability of records to the public.

Another form of censorship is underscored by Ross Lewis' cartoon—censorship by handout. This approach is the most humiliating of all, for it capitalizes on the inertia of the reporter or editor who is either too indifferent or too busy to dig behind the handout for the complete story. There is a legitimate place for the handout, but it is not a substitute for competent and persistent reporting.

READING between the lines of Dr. Long's report on Formosa it is easy to see that the inspiration for the opposition to the government's licensing policy in Formosa comes from the example set by the press in this country. In history's long perspective, perhaps that is the greatest contribution American journalism is making to the ideal of freedom of information throughout the world.

CHARLES C. CLAYTON

EDITOR

CHARLES C. CLAYTON

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THE QUILL, a monthly magazine devoted to journalism, is owned and published by Sigma Delta Chi, Professional Journalistic Fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. SUBSCRIPTION RATES—One year, \$5.00; single copies, 50c. When changing an address, give the old address as well as the new and send to THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill. Allow one month for address change to take effect. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo. EXECUTIVE, EDITORIAL, ADVERTISING AND CIRCULATION OFFICES, 35 East Wacker Drive, Chicago 1, Illinois.

Chiang Kai-Shek Outlines Conditions For Freedom of Press in Formosa

Chinese editors are waging a courageous fight against the proposed revision of the Publication Law, which would give the government the right to revoke a newspaper's license by administrative action

By DR. HOWARD R. LONG

FORMOSA is one of the key outposts of the free world in the Far East. Freedom of the press is now threatened in Formosa by the government-backed proposal to revise the Publication Law by adding a provision to give the government the right to revoke a newspaper's license by administrative action. In recent months two Chinese newspapermen have been arrested and indicted as a result of editorial comment on government actions. The following exclusive interview with President Chiang Kai-shek was obtained for THE QUILL late in May and is the first public statement by the leader of Free China since the drastic proposal to regulate the press was proposed.

PRESIDENT Chiang Kai-shek requested me to take as his message to the journalists of the United States this expression of his respect for the principles of personal liberty and press freedom:

"Tell the American pressmen that I understand the importance of developing fully the provisions in the Constitution of the Republic of China guaranteeing freedom of speech and freedom of the press, just as quickly as conditions will permit."

In our conversation I learned that the leader of Nationalist China feels that it is only the constant threat of Communist attack upon Taiwan that stands in the way of greater progress toward these ideals as blueprinted in the program of the Kuomintang Party. Perhaps as no other person in the world today, President Chiang considers himself a crusader. His mission is to lead the recovery of the mainland of China from the Communists. Until this is accomplished he recognizes the rule of austerity as the prevailing standard for himself and for all groups in free China, including the press.



President Chiang Kai-shek in a smiling mood.

I was taken by Maria Kuan, a beautiful young woman in the Government Information Office, to Shih Lin, the combination winter residence and office in suburban Taipei where the President holds many of his conferences. The grounds were extensive and lush with the growth of palms and other tropical plants. Modest for a chief of state, certainly humble by Oriental standard, the home resembles the country house of a well-to-do middle class American family, except that some of the furnishings usually are seen by Americans only in museums which, for years, have concentrated upon the building up of their dynasty collections.

The Generalissimo received me in a long room that appeared to flank the entire side of the house. Brown drapes, with a geometric pattern covered the extended row of French doors. He seated me, then suggested that I move to get out of the afternoon sun, and ordered the drapes drawn tightly. He seated himself primly in a rattan chair directly op-

posite me. There was a bouquet of jonquils on the table at his elbow. The President was dressed in his customary plain, unadorned khaki uniform. The high-necked blouse, with brown horn buttons, was exactly the same style I have seen worn on the streets of Taipei by hundreds of clerks and small businessmen.

With us were James C. H. Shen, B. J. Missouri, the President's English press secretary, who served as interpreter, and Dr. Sampson Shen, director of the Government Information Office. As the price of the audience, the latter had exacted from me the promise that any questions would be stated in general form. Under no circumstances would I be permitted to bring up the subject of the proposed revision of the Publication Law, at that time being debated with such heat in the Legislative Yuan.

To the dismay of Dr. Shen, President Chiang quickly revoked the ground rules.

"What is your opinion of our proposal to revise the Publication Law?"

I ANSWERED to the effect that while American teachers of journalism are constitutionally opposed to governmental press restrictions, I felt an intelligent answer would require me to consider the differences in Eastern and Western legal systems, cultural differences in general and the immediate problems facing his country. This apparently came to him as a pleasant surprise. A happy flush came to his face. His smile was almost a laugh. The reserve of statecraft became the benign enthusiasm of an elderly teacher passing on to his class the fruits of his studies.

The government's determination to secure passage of the new Publication Law, the President declared, was in reality an attempt to protect legitimate newspapers, while at the same time defending the country from "neutrality" and the other effects of Communist infiltration.



Premier O. K. Yui of Formosa, who defends the press license law in his country.

WE made the mistake before the fall of the mainland of permitting too much freedom to the Communists, who assumed many disguises and who constantly abused freedom of the press. We will not make the same mistake twice.

"The proposed Publication Law is a practical gesture of good faith to the press, because it is an attempt to avoid application of martial law to offending publications which undermine the national objectives by tampering with the morale of the people and of the Army. In reality we need no change in the laws to accomplish this purpose. There are many provisions of martial law which could be invoked to hush those who employ devious tactics.

"It has been our policy to be lax in the enforcement of any measure directed toward the press. It has been our purpose to allow free discussion, even criticism of the government. But we will not permit tampering with the morale of our Army.

"Even this new law allows great latitude. There is provision for a system of nine warnings before any action can be taken to suspend an offending publication. This should be construed to provide great freedom for all except the most irresponsible of publishers."

For expansion of the President's remarks and answers relating to other questions involving relations between government and the press I was sent to other high Chinese officials.

Premier O. K. Yui, who speaks English with the speed of a machine gun and who keeps his words on the target like a sharpshooter, replied

TAKING issue with Premier O. K. Yui, Publisher Li Wan-chu insists that Ni Shi-tan, chief editorial writer for that newspaper, was arrested and indicted as the direct result of an editorial which appeared on October 31 of last year in the *Kung Lun Pao*.

Milton Hsieh, director of the *Hsin Sheng Pao*, on the other hand, holds that his staff member, Lu Shih-kun, arrested and indicted at the same time, was not in a policy making position on the newspaper and, therefore, his arrest is not an issue of press freedom. Both men are still in custody.

Nancy Yu-Huang, publisher of the English language *China Post* and a leader in the opposition of independent newspaper publishers to the proposed revision of the Publication Law, summarized the position of this group:

"The objections of the independent newspapers of Free China to the proposed revision of the Publication Law is centered in the provision for withdrawal of a publication's license by administrative action.

"We believe in press responsibility as much as we believe in press freedom. But we feel that offenders should be given a fair trial in the courts rather than being subjected to the action of an official serving both as prosecutor and judge. We believe that responsibility should rest with the individual rather than with the newspaper.

"The most constructive revision would be one to free all publications from government licensing."

categorically to my most pointed question.

"Nowhere in Free China is there a journalist in custody because of something he has written for publication.

IF you are thinking of Ni Shi-tan and Lu Shih-kun, it is true they are being held for investigation. Both of these men are suspected of Communist activities, in no way related to their work as newspapermen."

The chief of the Executive Yuan also expressed his opinion of permitting known Communists or men suspected of Communist activities to serve as members of the working press.

"You must remember that our country is in a semi-state of war. Part of our problem is that our enemies are very smart. They will take advantage of every opening."

"Do you mean externally, or internally?" I asked.



Minister of the Interior Chun-chin Tien, who denies there is intent to censor the press in Formosa.

I MEAN internally. Communist agents constantly are attempting to worm their way into places of responsibility. Men of good intentions are always being tempted to betray their trusts. The Communists will abuse the facilities of a free press if we give them the opportunity. You Americans have the same problem."

"Yes, but we try to meet it by due process of law," I answered. "Our Federal Courts, in recent instances, have gone out of their way to protect the rights of the individual."

"I know about Western legal concepts. But things are different in China. You must remember the Chinese legal system is old and honored and that the methods of our system have always seemed fair to our people.

"There are offenses, and Communist activity is one of them, that require a great deal of investigation. We cannot always bring a man to trial in twenty-four hours under these conditions. But we can treat him well, and we do. People held in custody under these conditions always receive better treatment than ordinary prisoners."

Premier Yui denied, as he has on numerous other occasions, that the current attempt of the Chinese Cabinet to push through the Legislative Yuan a revision of the Publication Law is directed at the newspapers. The proposal, which provides for a series of warnings, suspensions, and finally suppression, by government administrators, the Premier contends, is directed only at the irresponsible "yellow magazines."

THE newspapers have nothing to fear from the proposed revision of the Publication Law. Chinese journalists for many years have enjoyed a respected reputation for responsibility and morality. Nothing now appearing in the newspapers would be affected by this law. The concern is for the effect on the morale of the people of the things that appear in the mosquito magazines and the one-a-week publications."

Pressed for a definition, the Premier said that in Chinese terminology, "yellow journalism" is any unnecessary elaboration of matters dealing with sex or crime.

A former member of the working press, who more than thirty years ago advanced himself to the editorship of the old *Shanghai Gazette*, O. K. Yui, while heading a branch of the government that has not always dealt leniently with the press, indicated that he has a practical understanding of the importance of the press as a critic of government and government officials. Such criticism, he believes, in a democratic country is a healthy influence because it promotes political progress and administrative efficiency.

The press, as an articulate section of society, has not only the right to criticize, but the duty to do so, he said.

THE Premier contends that the press also has a broader moral duty under the political system based upon the Three People's Principles of Dr. Sun Yat-sen.

"Under the Three People's Principles a newspaper enjoys the same rights and assumes the same obligations of any citizen, and the role of the press is to increase the knowledge of the people, to elevate their moral standards and to advance their social welfare. It is a newspaperman's duty, therefore, to refrain from misleading the people into devious paths of Communism and to keep up their morale in their anti-Communist struggle."

It is in terms of this obligation that Mr. Yui defends the application of press restrictions under Article II of the now prevailing martial law. The application of martial law, he contends, is not at all uncommon, but a practice resorted to by democratic countries to safeguard national security.

Under normal conditions, the Premier believes, the provisions of the present Constitution are sufficient to protect the press from undue restraint at the hands of the government. Specifically he quoted Article 11 of the Constitution: "The people shall have freedom of speech, teaching, writing, and publication."

Also from Article 23: "All the freedoms and rights enumerated in the preceding Articles shall not be restricted by law except by such as may be necessary to prevent infringement upon the freedom of other persons, to avert an imminent crisis, to maintain social order, or to advance the public welfare."

"From these provisions," he said, "it will be seen that except in cases where the freedom of speech and publication is so abused that it may endanger national security, violate the freedom of other persons, or impair public welfare, the administrative organs at different levels are obviously not empowered to restrain the press from exercising the freedom of speech and publication."

QUIET, scholarly Tien Chun-chin, who holds the Ph.D. from the University of Illinois, preceded by work at the University of Missouri, is Minister of the Interior. He carried the burden of making the government's case for adoption of the proposed revision of the Publication Law. This is a role inherited early this spring, along with his cabinet portfolio. In fact, Dr. Tien took office one day and the proposed revision was forwarded by the Cabinet to the Legislative Yuan on the following day. All of the spade work had been at the hands of the Minister's predecessor, Wang Tehpu. A sincere civil servant type, Minister Tien, during our discussions on two different occasions, displayed only friendship and respect for the press. In fact, there was nothing in his words or tone to indicate any particular enthusiasm for the legislative proposal over which Wang Tehpu had labored for nearly two years. Certainly Dr. Tien expressed none of the firmness that had been observed during an interview last winter, in the manner in which the former minister stressed the importance of exacting responsibility as the price of press freedom.

Dr. Tien echoed the government line to the effect that the proposed provisions for withdrawal of publication licenses were, in no way, directed at the newspapers. His concern for restricting the publication of much of the material that appears in the so-called "yellow magazines" coincides with the views of numerous Chinese intellectuals with whom I talked, including Lu Tien-hsien, the spokesman for the 347 periodicals for which membership is held in the Magazine Publishers Association.

WITH the standard reservations in regard to Communism, the Minister of the Interior expressed himself

as in accord with the principles of press freedom as understood in much of the Western world. So long as the security of the nation is not endangered, Dr. Tien agreed, "Freedom of discussion also should include freedom to write and to publish, and to read material without restraint from government or political party."

Furthermore, the Minister of the Interior agreed that the right of the people to information upon which to base their decisions includes, also, the right of competing news gatherers to seek out the facts relative to issues wherever they are to be found, either by access to public records, or by questioning responsible public officials.

Dr. Tien showed himself as inclined to minimize the weight of wartime emergency press controls as applied to the flow of news in and out of the country.

"Foreign correspondents stationed in Taiwan are absolutely free to send any news out of the country," he said. "Their reports are filed through the Chinese Government Radio Administration, which sends them out as soon as they are received without any delay. The government imposes no censorship on the dispatches of correspondents, nor on their letters, photographs, and recorded tapes being sent back home. The government information office also provides them with assistance in their coverage of the news here."

The minister continued:

"EXCEPT in the case of motion pictures, which are subject to censorship before they may be shown to the public, there is no censorship in the Republic of China for any newspaper, periodical, radio broadcast and other publications."

On the question of censoring incoming dispatches of foreign news agencies, Minister Tien answered, "The providing of news by foreign news agencies to Chinese newspapers is the business of these organizations. The government is not in a position and has never intended to interfere with it."

Direct action by the Government as the result of the publication of undesirable material, since the removal to Taiwan, has been comparatively rare, according to the Minister of the Interior. He referred specifically to the case in 1954 when "several magazines, including the *News*, the *Chung Hsin Wen*, and *China News Weekly* were suspended for periods ranging from three to ten months because they published material that was either obscene, detrimental to good taste and

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Rocket Fizzle Launched Newest Kind Of Correspondent—the Birdwatcher

Missile reporters have advanced from the sand dunes on the beach nearby and gained entry to Cape Canaveral, but still must deal with some formidable and unique problems

By CHARLES TAYLOR

ON a night in January, 1957, searchlights were fixed on a tall, white missile standing at Cape Canaveral, Florida. Those who drifted to the beaches to watch the show were residents of this booming area, or transients there on some business connected with the missile program.

Suddenly, the rocket was engulfed in an immense rising billow of flame, and the clap of an explosion tore down the coastline. The first Thor intermediate range ballistic missile the Air Force attempted to launch had blown up on its pad.

The wire services managed to get the story, and get it out. But they were not prepared to write it well.

That first Thor came long after the dawn of the missile age, and was not the first rocket fired at Cape Canaveral. It became the first loud signal, though, that awakened the press to a story editors had anticipated vaguely for some time, but perhaps had not expected so soon: the story of missile launchings and flights. It was to get top coverage for a long time to come, and bring into being a new sort of correspondent—the "birdwatcher." In the eighteen months since failure of the initial Thor, he has come a long way, and over some rough spots.

BY early June of 1957, when word was around that the first Atlas ICBM was going to be launched, the birdwatchers were getting organized and had a toe-hold on the sand dunes which afforded the best view of the Cape. They gained a reputation fast in those early days by writing nearly as much about their own woes as about the missiles they came to see. They were shaggily sunbonneted, smeared with bug repellent and sunburn oil, and with bulky telephoto lenses and staked-out telephones they waited from sunup to dusk each day hoping to see one of the big birds get off the ground.

THE QUILL for July, 1958



Charles Taylor, United Press correspondent, has been "birdwatching" and rocket reporting since mid-December.

MOST of the major news media had stringers on hand; some sent staffers to cover the first Atlas, which flopped, of course. When it flopped again in September, it was observed by staff reporters and photographers from all of the news services, news magazines, networks and many major newspapers—all stationed on the beach. It was the area's first real press seige. But the working technique was helter-skelter.

The Air Force was bound to silence by Defense Department security policy. Civilian engineers and even public relations men for the missile contractors ran from the press to stay out of dutch with the government. The best a birdwatcher could do was sort through a hatful of rumors and stay near the beach.

The Navy decided to talk freely about its non-military Vanguard satellite shoot in December. But after the rocket blew up in the wake of the Russian Sputnik successes, Washington felt the talk had been all too free and the clam-up was on again, but good. The Air Force even stopped

putting up its red ball to warn boats away from the Cape, and that had always been a unfailing signal that something was afoot.

THE situation with the birdwatchers may have had something—certainly not all—to do with the sudden and welcomed change that came about in January. The press, some seventy strong and including representatives of several foreign papers, was massed on the beaches expecting another satellite try with the Vanguard, when in fact the Vanguard was due only for a captive test of its engine on the ground. Had the reporters not been briefed they likely would have written when they saw the fire and smoke accompanying the static test that another Vanguard had fizzled—as the second one did, but not until February. Major General Donald N. Yates, commander of the test center, came forward, however, to initiate the agreement now in effect and tell the press what was going on. A passing through the Heavenly Portals might not have evoked the wonder and amazement that some beach-weary birdwatchers voiced on first being admitted at Canaveral's gates under Yates' sanction. The days on the sand dunes were over.

NOWADAYS, newsmen and photographers are told in advance about missile shoots coming up and are given as much background information as possible on the missiles within the bounds of security. This arrangement, however, does not include some missiles still highly classified and about which nothing can be told. And the information that is available is given the press on a confidential basis, for release only after the missile is fired, or when there has been a postponement.

When there is a shoot the press agrees it wants to cover, reporters and photographers are loaded on buses at Patrick Air Force Base,



Big lenses point toward the launching pads a mile and one-half from the rooftop press site established at Cape Canaveral. Both cameras and telescopes are aimed as cameramen and reporters, previously briefed, wait for a firing.

about fifteen miles from the Cape and at the other end of Cocoa Beach from the launching site. The current press observation post is a roof top about a mile and one-half from the launching pads. Telephones are available there, but on all but the non-military satellite firings they are not opened until the missile leaves the ground, or is "scrubbed." New press facilities at the Cape are in the works.

The man who most will agree carries the load in keeping the agreement working—and who, too, had a hand in bringing it about—is Lieutenant Colonel Sid Spear, the Patrick Information Services Officer. He and his staff work with the press in ironing out problems, some of which are carried on to General Yates. Two wire services, the *United Press* and the *Associated Press*, now have permanent bureaus at Cocoa Beach and representatives of the other news media are constantly in and out.

BUT even with their lot so much improved, the birdwatchers still must deal with some formidable and unique problems. They cannot throw away their binoculars and telescopes and forget about the beach, for instance, for what of the missiles they have not been told about which could blast off at any time? And a look through the glasses now and then can

keep you conversant with at least some of the activity at the Cape, and posted on what missiles are being readied in their service towers.

ALSO, newsmen and cameramen still are stuck with many of the physical discomforts that go with missile watching. During Florida's record cold winter just past there were many nights of stomping around on a windy roof for long hours, waiting for a bird which, exasperatingly, never got off the ground.

The press once went to the Cape on three successive days to watch a Vanguard shoot, heard the countdown go to within seconds of blastoff several times, and ultimately had to report the launching had been indefinitely postponed. This has happened on other rockets. Often the morning paper boys have sweated out a countdown, perhaps holding a long distance line open for as much as an hour, only to give over their phone booths to the afternooners when a hold in the launching procedure pushes takeoff past deadline.

The complexity of missiles manifests itself to the press not only during the countdown, but perhaps more than once the missile has left the ground. It may soar out of sight, or vanish into a cloud layer, flying beautifully, only to have one of innum-

able things cause it to go awry. The live broadcasters and the wire service men can only describe what they see. In a few minutes, an official release may state simply that the bird did not go all the way to its pre-determined target area. Where did it go? Was it destroyed? What went wrong? Officials cannot say, primarily because even the engineers will not know for sure until a day or so later when a mass of data has been sorted through. The best the reporter can do is try to nose out some knowledgeable opinions as to what might have happened, and he is likely to get a dozen differing answers.

BIRDPWATCHERS may face another problem because of what seems to be a strengthening feeling on the part of high military officials that most of the talking about a missile shoot should be done after the fact, and then only if the shot was successful. This was evident recently when the Air Force attempted to fire a combination of the Thor and a modified second stage of the Vanguard 6,300 (statute) miles over the ocean in a nose cone re-entry experiment.

A post-flight press conference was in the works, and fact sheets were ready to be given to the press after the shoot, providing all went well. But when the rocket failed to do all it should have, the high brass on hand vanished overnight, there were no

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Survey of alumni of one J-School indicates

'Typical' Journalism Graduate Sticks To His Job, Is Optimistic of Future

BY ROBERT POCKRASS

MOST journalism school graduates, if those of the Pennsylvania State University are typical, remain in jobs related to mass communication, and they enjoy their work.

They are also rather stable in their employment habits and optimistic in their expectations for the future. A majority of the graduates have worked for no more than two employers since leaving college, and more than half of them feel that their best possibility for future advancement is with their present employer.

Their recollection of their college work in journalism is generally favorable, too. Almost all of them say that it has been helpful to them in their professional careers.

An inspection of the academic records of respondents to a questionnaire survey reveals that more than a proportionate share of them were above average students. Fifty-seven per cent of these journalism majors had averages that placed them in the upper half of their graduating class.

These are some of the findings of the survey of Penn State alumni who majored in journalism. More than 42 per cent of the University's post-1930 journalism majors have returned a questionnaire about their activities and attitudes. On the whole, this is a relatively young group, more than half of them having been graduated from college in the past ten years.

APPROXIMATELY 425 of the 550 alumni who returned the questionnaire are now employed in a civilian capacity. The rest are married women who are not working or men in the armed forces. Of these, almost 80 per cent are in a journalistic occupation.

The largest group—about 25 per cent—works for daily newspapers, four out of five in editorial departments. About 10 per cent are in public information or public relations work. Nine per cent are with advertising agencies. Next, come industrial publications, industrial advertising, weekly newspapers, business publications, broadcasting, retail advertising, gen-

eral magazines, news agencies, and book publishing. More than one-third of these journalism graduates have been advertising majors.

A check of the known occupations of the alumni who did not answer the questionnaire reveals no significant differences between them and those of the respondents.

Of the non-journalistic occupations of alumni, sales or sales promotion work accounts for the largest number, about 6 per cent. Next is education, 3 per cent, then law, almost 2 per cent.

OF course, there is no such thing as the "typical" graduate, but let's take a look at some of the median characteristics such a person might have. He is a man between twenty-nine and thirty years of age, has worked almost six and one-half years, and earns around \$130 a week. (The salary would be \$150 if only men were considered. All but seven of the seventy-seven working women reporting earn less than this median salary figure.)

Questions about present and past salaries were answered by more than

94 per cent of the respondents. The figures indicate that the salary of the average graduate has increased by 150 per cent since he started to work six or seven years ago, on the average.

THE median average salary for those who have worked less than five years is about \$100 a week. For those employed between five and ten years the figure is \$140 a week, and for those employed more than ten years, it's \$200 a week.

Alumni generally feel the outlook for the future is good. Asked what he expects to earn at the period of his peak earning power, the typical respondent cites a figure almost double his present check. Less than 3 per cent feel that they have already reached their top earning power. The typical alumnus predicts that he will reach this maximum at about the age of thirty-nine.

In general, working conditions and morale seem to be good among journalism graduates. Asked to characterize their general attitude toward their present job, almost 44 per cent of the alumni checked "highly satisfied," more than 48 per cent checked "reasonably well satisfied," and only about 8 per cent checked "indifferent" or "dissatisfied."

Salary figures don't seem to be the major factor in determining the extent of job satisfaction. The "dissatisfieds" are distributed among all the salary brackets, and there are quite a few "highly satisfied" persons in the lower salary ranges.

A LIKING for the type of work done, favorable working conditions, and an opportunity to do satisfying or significant work seem to be the most important determinants of satisfaction with a job.

Here are comments of some of those who say they like their work:

A reporter for a metropolitan newspaper writes: "I don't believe I could ever be happy in any other work even if more pay were involved."

An industrial editor writes: "I love the work. I should pay them. It's stim-



Prof. Robert M. Pockrass, who reports on study of journalism graduates.

ulating, satisfying and financially rewarding."

A reporter for a small newspaper says: "I enjoy the job very much. You feel you're contributing to the community on a small newspaper. Doing a bit of everything, you feel that part of you goes into every issue."

A newspaper advertising man comments: "I like meeting and working with many different people. I like the prestige of having people associate you with the most important business in the community."

And a reporter for a large newspaper, on the job for seven years, writes that he likes "the opportunity to raise the devil, poke fun at stuffed shirts, laugh at the ridiculous occurrences, weep at the tragedies, and be forever startled by the obvious."

Of the "indifferent" or "dissatisfied" alumni, about one-third are not in journalistic occupations. Among those who are, these are typical comments:

A newspaper reporter writes: "Publishers refuse to admit the value of the newsroom because they can't measure its production in the same way advertising can be measured. We are continually told by those who should know better, 'We can pick anyone off the street and make him a reporter.'"

There are other alumni who are "reasonably well satisfied" with their jobs who also have some reservations about them. However, most of them intend to stick pretty much to the type of work they are now doing.

THE survey questioned alumni about their ultimate professional goal. Of those answering this question, 51 per cent reply that their goal is advancement in their present organization. Almost 23 per cent would like to do similar work with another or "better" organization. About 19 per cent say they would like to do work of related type (for example, a newspaper reporter may want to be on a magazine staff). Less than 6 per cent indicate that their professional goal is quite "different" than the type of work they are now doing.

This tendency of alumni to stay with one employer or kind of job may be a function of the short period that many of the respondents have been employed. Some 24 per cent of them have never worked for any other employer than their present one, and another 30 per cent have had only one previous employer. On the other hand, more than a dozen persons have worked for from six to eight organizations. Only about one-fourth of those who have had previous

jobs are now doing a different type of work than they did on their last job.

HOW respondents obtained present jobs may be of interest. The most frequent answer is "recommended by acquaintances." This is mentioned by 31.5 per cent of the respondents. Next are the 25 per cent who say they made an unsolicited application to the company that now employs them. Another 14 per cent answered an advertisement. Many alumni obtained their first job as the result of a campus interview, but later jobs are secured by other means.

Looking back to their experiences on campus, graduates have varied comments to make about their journalism courses, the college curriculum in general, and the value of extracurriculum in general, and the value of extracurricular activities. More of their comments are favorable than unfavorable.

IF these alumni are typical, journalism majors are somewhat above average academically. For example, 13.7 per cent of the respondents ranked in the upper one-tenth of their graduating class; and only 4.3 per cent of them ranked in the lower one-tenth. Fifty-seven per cent were in the upper half of their class. There appears to be no pattern of correlation between academic performance in college and later financial success. The youth of many of the respondents may be a factor here.

Asked to characterize the value of their college journalism courses in relation to their later professional work, about 35 per cent of the alumni check "extremely helpful." An equal number check "quite helpful." Another 23 per cent say college journalism courses have been "somewhat helpful" to them. That leaves about 3 per cent who checked "not very helpful" and 4 per cent who say there is no relation between their college training and the work they have since done. The more recent graduates seem most likely to consider the curriculum very helpful.

Here are some comments that illustrated various trends of thought on the value of a journalism curriculum:

A man employed for one year as copy editor on a large newspaper writes: "The general program at college was good and it has given me a firm background which I find most newspaper employees my age don't have. I am now doing work on the same level as men who have been here five to twenty years."

A man who has been employed for five years, now in the public relations

department of a large institution, writes: "I feel that my work in journalism at college enabled me to compete on a professional level immediately with men who had been in the field for years."

Extracurricular activities, especially those related to the mass media, get a large vote of confidence from the alumni. Asked to evaluate the contribution of such activities to their professional careers, 68 per cent of the respondents say they have contributed "very much" or "considerably." The rest check "slightly" or "not at all."

Alumni who were active on student publications are the group most likely to rate extracurricular activities high. Fully 84 per cent give the more favorable responses, compared to 68 per cent for the respondents as a whole.

What advice do these alumni have to offer to high school students who would like to follow in their footsteps and enter journalistic fields?

In general, the advice offered by satisfied respondents follows the pattern of "Do as I did." There's an overwhelming vote of confidence in a college education, most often with a journalism major or journalism courses. Aspiring journalists are also advised to read widely, learn as much as possible, and take advantage of every opportunity to get experience in writing.

A LARGE number of alumni advise students to get part-time or summer jobs on publications, both to learn about the realities of the work and to help provide contacts that may later be useful. Work on school and college publications is also considered valuable. Some alumni suggest that a wide knowledge of some special field is desirable, too.

One of the questions in the survey asked alumni: "What are some of the qualities that you feel are most desirable for success in your work?"

That today's generation is "outer-directed" seems to find support in the fact that more than half of the respondents list such qualities as "ability to get along or work with others" or pleasant personality traits.

Mentioned next most frequently, particularly by those in editorial work, is writing ability or knowledge of the English language.

Traits related to efficiency and ability to organize work come next, followed by imagination, creative ability and ability to analyze problems. Then come general knowledge—"well-informed"—and specific knowledge—"... of details of the job, or of the company."

Press Meets Prejudice With Humor, Enlightened Coverage, and Backbone

Newspapers in West Virginia have set a good example in their sane performance and responsibility in reporting the delicate matter of school integration, so far successful in their state

By HARRY W. ERNST

WEST VIRGINIA newspapers are dramatizing the delicate responsibility of mass media in helping cleanse the American psyche of a disruptive demon—prejudice.

They've played a significant role, through enlightened news coverage and editorial support, in the so far successful integration of their state's public schools.

While Little Rocks and Clintons have kept copyreaders busy, a quiet social revolution has been carried out in West Virginia, the most border of the border states.

The opening of the 1957-58 school year saw West Virginia become the first of the segregated states affected by the 1954 United States Supreme Court decision to move toward complete compliance in all of its fifty-five county school systems.

In citing West Virginia as a model for desegregating states, leaders in the National Association for the Advancement of Colored People have praised the role of its press in contributing to the smooth transition. Basically, Mountain State daily and weekly newspapers have helped create a climate in which classroom integration could move forward with a minimum of public protest.

NO West Virginia newspapers have opposed desegregation in the schools. The largest and most influential dailies with state-wide circulations have enthusiastically supported it. Television and radio stations also have provided fair and non-inflammatory coverage.

Mass media helped smooth the way for integration's acceptance by West Virginians, regardless of their personal convictions. With public officials and the press solidly aligned against them, "respectable" segregationists couldn't afford to risk their reputations in what looked like a hopeless fight to maintain an out-moded status quo.

They surrendered meekly, refusing

to lend their financial support or prestige to anti-integration movements. An attempt to organize a state-wide segregation council in 1956 failed miserably—only a dozen people, mostly crackpots of the right-wing political variety—showed up at its organizational meeting.

So West Virginia's county school boards moved carefully to comply with the law . . . bolstered by the firm support of former Gov. Marland, an unwavering judiciary, and the legal-prodding of a diplomatic State NAACP.

"WE helped create a climate in which the people generally turned up their noses at racist rabble-rousers making it impossible for respectable men to support them," explained L. T. Anderson, city editor of The Charleston Gazette, the state's largest daily which circulates throughout southern and central West Virginia.

"It's remarkable that no newspaper opposed school integration in this semi-Southern state," he said. A former editor of the Hinton Daily News, Anderson also writes an H. L. Mencken-type column for the consolidated Sunday Gazette-Mail.

"The few segregationists who spoke up publicly were humiliated in our editorial columns," he continued. So they failed to rally widespread support for their cause.

In this way West Virginia newspapers helped avert the anarchistic rebellions that have plagued other border states when they've tried to integrate their schools. Editorial calls-to-arms can trigger dangerous community explosions.

"There's a great deal of sentiment in the southern end of the state opposing school integration," Anderson said. "And probably some editors don't like it. But they decided what may be personally unpleasant for them still may not be right and proper."

ATTITUDES of West Virginians toward school integration reflect their homeland's geographic confusion. Accepted nonchalantly in northern counties, it was greeted with a smattering of unsuccessful public protests in some southern counties.

White and Negro children always had attended separate schools in West Virginia until the Supreme Court decision four years ago. The state constitution, adopted in 1872, established segregated schools but protected the Negro's right to vote and hold public office. And the South's first segregated public school for Negroes was established at Parkersburg in 1866.

ALTHOUGH faced with this bewildering criss-cross of public sentiment and custom, West Virginia editors either supported integration or maintained discreet editorial silence—unlike most of their brethren farther South.

"With the exception of a few papers, the press is the biggest block against orderly integration in the Deep South," said Mrs. Ruby Hurley of Atlanta, southeastern regional director for the NAACP.

"Many newspapers stir up violence with inflammatory coverage of the news," she charged in a Charleston interview last year.

IN a recent address to the Southern Newspaper Publishers Association, Governor Leroy Collins of Florida warned the region's press of its responsibilities in helping create better race relations.

" . . . As publishers of newspapers in this troubled region, you have an unequalled opportunity—and a responsibility as well—to develop and defend a public atmosphere free of racial fears and bigotry," he said.

"The South is at one of history's crossroads . . . we can either miss our greatest opportunity and go blindly down a road of turmoil and frustration or we can seize the opportunity

to clear the emotional atmosphere and undertake our rightful responsibilities.

"Screaming abuse at the Supreme Court will avail us nothing . . . we must find a way of right and reason under law . . ."

After the Supreme Court decision, West Virginia newspapers seized the "unequalled opportunity" which Governor Collins described.

Through factual news coverage and consistent editorial support, the press helped prepare the public for school integration. In Kanawha County, the *Charleston Daily Mail* and the *Gazette* worked closely with school officials for the successful integration of one of the nation's fifty largest school systems.

INTEGRATION in Kanawha County schools was aided materially by the fine cooperation of the newspapers in helping prepare the public and the students," said Superintendent L. K. Lovenstein. "The success of our program is due in no small measure to the continuing cooperation of the *Mail* and the *Gazette*."

In the fall of 1956, Kanawha County completely integrated its Negro and white pupils and teachers. The county system, which always had been segregated, is now one of the most thoroughly integrated school districts in the nation.

Superintendent Lovenstein cited editorial support of the integration program and restrained news coverage as the two most vital contributions of Charleston newspapers.

"Minor incidents, often arising from personality conflicts between students, might have provoked serious trouble if exploited by the papers," he said. "Trouble-makers wait for such opportunities to give them an excuse to break the law."

TWO weekly editors, Luther R. Jones of the *Coal Valley News* in Boone County and Robert K. Holliday of the *Montgomery Herald* in Fayette County, also cooperated with their school boards.

Jones even talked to students at the county's largest high school, urging them to ignore a minority of their classmates who were striking in protest against integration. Under firm pressure from school officials, the strike collapsed and integration marched on.

"I tried to show my readers that the Supreme Court decision is the absolute law of the land and the Board of Education must accept and enforce it . . .," he said.

And Holliday prepared his readers with non-inflammatory news cover-



First-graders at Mercer School in Charleston, West Virginia, demonstrate how well integration has worked in that state's public schools. Charleston schools are part of the Kanawha County school system, one of the nation's fifty largest. Rigidly segregated until two years ago, it's one of the most thoroughly integrated school systems in the nation today.

age of the school board's integration program. "A story treated only for sensational purposes will do great harm," he said. "We try to be fair in our dealings with every person regardless of the color of his skin."

In a survey of thirty-two editors of West Virginia dailies and weeklies on how newspapers can contribute to improved race relations, this theme was woven in and out of their replies:

"Treat everybody alike. It's that simple," wrote Con Hardman, managing editor of the *Dominion News* in Morgantown, home of West Virginia University.

"We do not regard Negroes as constituting any separate class or group in our community," explained Brooks Cottle, editor of the *Morgantown Post*. "We treat them exactly as we treat all others."

"They are people, they are news, they are individuals," wrote John W. Barger, editor-owner of the *Keyser News-Tribune*.

"Handling news without regard to color will in the long run promote the feeling that 'race' relations are arbitrary, artificial and ambiguous," said F. N. McCamic, editor of the *Wellsburg Daily Herald*.

AND wrote Emile J. Hodel, editor of the *Beckley Post-Herald*: "Our support (of school integration) was mild but firm at all levels. We do not believe in second-class citizenship, hypocritical Christianity or democracy for a favored majority. . . ."

From the experiences of these edi-

tors, their colleagues elsewhere and the insights of sociologists emerges this four-point policy which newspapers could use as a guide in helping sweep intolerance from the American psyche:

1. Stop identifying individuals by their race in news stories. Race labeling is "a subtle form of discrimination designed to segregate individuals in the mind of the public," Columnist George S. Schuyler of the *Pittsburgh Courier* has pointed out. "Negro News" columns should be dropped for the same reason.

Gordon W. Allport of Harvard, in his exhaustive study, "The Nature of Prejudice," analyzes the role of mass media in re-enforcing stereotypes, which help justify a person's hostility toward a minority group.

A steady diet of crime stories identifying the criminals as Negroes "is bound to leave a lasting effect on readers, particularly if this association is not offset by news items favorable to the colored group," he explains.

"And there are, no doubt, certain newspapers that have a deliberate policy of disparaging Negroes. Some Southern newspapers make it a practice, for example, never to capitalize the word Negro. Spelled with a small 'n' it seems, through some verbal magic, to help hold the race 'where it belongs.'"

IN a 1946 editorial explaining its position, *The New York Times* said: "Each of us contributes, in his daily (Turn to page 21)

The dream of Dana, Scripps, and Field—a newspaper with no advertising—has been tried in recent decades, and failed financially. The record is reviewed, with this conclusion:

The Adless Paper May Be Visionary Idea, But the Vision Persists

By VICTOR J. DANILOV

NEARLY a century ago Charles A. Dana voiced a dream—the vision of a successful daily newspaper without advertisements.

The idealistic and energetic editor of the New York *Sun* looked upon advertising as a space-consuming, corrupting influence, and hoped eventually to convert his tiny sheet to an "adless" paper.

In an editorial on March 13, 1875, he told of the need for allocating newspaper space "solely by the public interest in his subject," pointing out that such a move would be "a long stride in the progress of intellectual as distinguished from commercial journalism."

Dana, however, never realized his dream, as the demands of New York's competitive scene forestalled any such experiment. But the dream lived on, and still lives today, in the hearts of many newspapermen.

It was such a vision that prompted E. W. Scripps, founder of the Scripps-Howard chain, to launch the first adless newspapers in the 1910's—the Chicago *Day-Book* and the Philadelphia *News-Post*.

Scripps sought to eliminate the pressures of advertisers and to demonstrate that a daily without advertisements could be self-supporting, and he almost succeeded.

Writing to Lincoln Steffens in 1914, Scripps said:

"I shall be satisfied that . . . I have done a big man's big life work, when, if ever, I shall demonstrate that the people can have a free press, not only without having it subsidized or endowed, but a free press that will . . . magnificently reward those who conduct its various units."

The fact that his Chicago and Philadelphia experiments failed did not discourage Scripps, for the reasons leading to the discontinuance of the papers did not relate directly to his nonadvertising principle.

EDITED by N. D. Cochran, the Chicago *Day-Book* began publication on the morning of September 28, 1911,



Victor J. Danilov, former newspaperman and journalism teacher, now Director of Public Information for the University of Colorado.

as what has been called "the strangest little paper ever seen in this country."

It had thirty-two book-sized pages, used eight and ten point body type, condensed routine stories to less than 100 words, and played up events other Chicago newspapers did not cover or to which they gave a basis.

The *Day-Book* was slow in catching on, but the circulation grew steadily. It averaged 3,446 in 1912, 15,762 in 1914, and 20,742 in 1916 until the increased cost of newsprint resulting from the war made it necessary to raise the price of the paper from one to two cents.

The paper's average monthly deficit gradually decreased from \$2,600 in 1912 to \$1,270 in 1916, but the paper never reached the 30,000 circulation needed to make it self-supporting.

The price increase caused the *Day-Book's* circulation to drop to 15,689 in December 1916 and to 11,957 by June 1917. Distracted by the war, Scripps allowed the sheet to die the following month.

SCRIPPS was more successful financially in Philadelphia where the *News-Post*, started in 1912, quickly surpassed the 30,000 circulation needed to operate in the black. The circulation, however, soon waned.

The *News-Post* followed the pattern set by the Chicago *Day-Book* in news coverage, but it differed considerably in format. The Philadelphia evening venture was limited to four pages of standard size, each with eight columns.

The paper had a four-man editorial staff headed by Marlen E. Pew and sold for a penny—the same price as its competitors, some of which occasionally issued 60-page editions. As Pew recalled later, the *News-Post* specialized in exclusive stories: "One very discreditable story that I remember affected the head of one of the city's largest retail stores. That edition sold like hot cakes. No other newspaper published it."

With the arrival of World War I and the increased cost of newsprint, however, Scripps changed his policy on advertising in an attempt to make ends meet. Advertisements were solicited and printed; the circulation declined, and by the end of 1914 the paper folded.

THERE was talk that Scripps might try to reactivate the Chicago *Day-Book* and the Philadelphia *News-Post* after the war, but nothing ever developed. The adless daily rapidly became a thing of the past.

Then, on June 18, 1940, another attempt was made to publish a newspaper without advertisements—this time in New York under the simple title of *PM*. More than 11,000 experienced newspaper workers applied for the 150 jobs on the paper, giving some indication of the extent to which newspapermen cherished the dream of an adless paper.

PM was the creation of Ralph M. Ingersoll, former *Time* and *New Yorker* executive, who began thinking about a metropolitan daily without advertising as early as 1923, while

a reporter on the New York American.

IT was during a pressmen's strike that the idea was born. The strike crippled all the city's newspapers, permitting only the publication of a consolidated daily—tabloid in size and containing no advertising. The compactness of the paper appealed to Ingersoll, and he began talking about starting a new kind of newspaper.

It wasn't until the late 1930's, however, that he found the necessary financial backing in a group of liberals, which included Marshall Field III, John Hay Whitney, Julius Rosenwald, Philip A. Wrigley, Dorothy Thompson, and others.

Ingersoll outlined *PM's* basic tenets as follows:

"We are against people who push other people around, just for the fun of pushing, whether they flourish in this country or abroad. We are against fraud and deceit and greed and cruelty, and we will seek to expose the practitioners. We are for people who are kindly and courageous and honest. We respect intelligence, sound accomplishment, open-mindedness, religious tolerance. . . ."

PM got off to a flying start, selling 372,000 copies at 5 cents apiece on the first day—some 150,000 more than needed to meet expenses. But the novelty soon wore off, as the circulation plunged to 64,000 by the end of August, never again to approach the break-even point.

THE adless paper was new and different in many ways. Slightly smaller than the ordinary tabloid, *PM* was printed on high-grade pulp stock, averaged nearly 50 per cent illustrations, and carried a digest of advertisements run in New York's nine other major newspapers.

It also published a summary of the day's news, departmentalized the presentation of news, signed all stories with the initials of writers, placed greater emphasis on interpretative articles, and eliminated the central city and copy desks by having writers do their own headlines.

Even President Franklin D. Roosevelt sent his best wishes to *PM*, saying: "Your proposal to sustain your enterprise simply by merchandising information, with the public as your only customer, appeals to me as a new and promising formula for freedom of the press."

But the public failed to support *PM*, and the paper appeared doomed by the end of the year. It was then that Marshall Field obtained a controlling interest and began to pour fresh capital into the undertaking.

PM limped along until November 1946, when Field decided he no longer could afford to write off the \$1,000,000-a-year losses and he announced abandonment of the no-advertising policy.

Ingersoll resigned as editor shortly thereafter as a result of the change in policy. In the exchange of letters that marked Ingersoll's departure, Field wrote:

"*PM's* existence cannot permanently depend on whether one man happens to wish to continue to support it. . . . Its permanence can only be assured if it is self-supporting. I cannot justify to myself—or, indeed, to the public—the continuous meeting of the deficits of an institution which, if it is to fulfill its function, should pay its own way."

THE acceptance of advertising failed to save *PM*, and in April 1948 Field sold out, leaving the paper to die a natural death several years later.

It still is not clear whether *PM's* extreme editorial policy, the nature of its news coverage, and/or the lack of advertising led to its downfall. One thing is certain, however—the successful adless newspaper still is a dream, and there is serious doubt whether it ever will become reality.

James Melvin Lee, pioneer historian of journalism, wrote in 1917 that he believed "the adless newspaper possibly may be a part of the journalism of tomorrow," providing "50,000 people will be willing to pay 10 cents per copy for their daily paper and will agree not to cancel their subscription orders even though displeased with the presentation of the news or offended at the editorial policy."

The former editor of Philadelphia's *News-Post*, Marlen E. Pew, stated in 1932 that a daily without advertisements is possible, commenting: "If anybody can produce a small, intensified newspaper good enough to sell for five cents, against the two and three-cent sellers of our metropolitan cities, he can make a profit on 50,000 circulation, providing newsprint remains at its present price and the publisher and editor have the Scripps sense of economy."

The view of most modern-day editors and publishers was summarized recently by Marshall Field Jr., editor and publisher of the Chicago *Sun-Times*, who said: "I very much doubt that an adless newspaper could survive in today's economy."

Gardner Cowles, president of the Des Moines *Register and Tribune*, pointed out, "The costs of publishing are so high these days" that "I seriously question whether any newspa-

per could command sufficient revenue from circulation alone to become a publishing success."

THE experiment with *PM* seemed to me to prove that only a heavy subsidy can carry such an operation, and it is certainly rare that such funds are available," wrote Barry Bingham, president of the Louisville *Courier-Journal and Times*.

The opinion is shared by Norman Chandler, publisher of the Los Angeles *Times*, who doubts "we will again see adless newspapers unless financed by an angel interested only in the editorial aspects and completely indifferent to financial losses."

The principal basis for an adless newspaper appears to be disappearing, as Jonathan Daniels, editor of the Raleigh, North Carolina, *News and Observer*, explained: "The whole notion that newspapers are dominated by their advertisers has much less reality today than it once may have had."

Erwin D. Canham, editor of the *Christian Science Monitor*, believes that a newspaper without advertising creates an "unnecessary and almost insuperable economic problem."

"Newspaper policies need not be controlled or affected by advertising or advertisements which run in well conducted and responsible newspapers," he added.

ANOTHER aspect of the adless dream that sometimes is overlooked is the reader interest in advertisements. Ralph McGill, editor of the Atlanta *Constitution*, paid tribute to advertising when he said: "No one is sicker of the Madison Avenue motivation and climate than I, but nonetheless, if advertisements are interesting, a great many people enjoy reading them. . . . They are, in that respect, a great part of the newspaper. Very often, they reflect better than the content itself the customs, habits and values of a community."

Bernard Kilgore, president of the *Wall Street Journal*, feels that advertising does considerably more than bring revenue to a newspaper.

"Anyone who tries to publish an adless newspaper faces not only the problem of bringing in the revenue from other sources . . . but of offering the reader a package that lacks a familiar element of real interest and usefulness," he said.

"I do not subscribe to the theory that advertising impairs a newspaper from the reader's standpoint. I don't think many readers would want to pay more for a newspaper in order to 'avoid' advertising."

(Turn to page 20)

Smaller Newspapers Can Help Solve Their Own Reporter Shortage

This editor-publisher says his paper helps train students, uses part-time people, and welcomes newsmen weary of cities or retired

By ROBERT W. CHANDLER

A GREAT deal of worry has been expressed in recent years about future supply of newspaper reporters. Journalism educators, editors and others note that too many of our college-trained men are going into other fields.

To a large extent this is true, of course. Newspapers, which have been around for a long time and will be here for a long time to come, have lost out in the "glamour" market.

As recently as fifteen or twenty years ago newspapers were attracting the "hams" as well as the well-qualified from our college classes. But now, the "old hat" newspaper must compete with a television camera or a well-padded public relations expense account. We lost most of the "hams"—and a good many others, too.

As a result, the number of job seekers each June is growing smaller, year by year. At least those who come to the smaller newspapers are growing fewer.

Parenthetically, there seems to be no diminution of quality. The youngsters who show up today are probably better qualified in most respects than their older brothers of a few years back, spelling not to the contrary.

THIS coming pinch seems sure to be felt more by the small papers, in cities of the well under 50,000 population class, than it will by the metropolitans and larger papers. The big city still holds more glamour for the youngster than the small town, just as it did a few years back. The wire services, with chances for what seems—at least from a distance—to be more exciting assignments, probably never will lack for qualified applicants.

Small dailies fare better than weeklies, which seem to be still farther down the glamour ladder.

What is the answer, then, for the little papers, which can't seem to

keep up with their bigger counterparts in either prestige or salary, as far as a majority of our college students are concerned?

This is a problem which is not new to the Bend Bulletin, a newspaper of slightly more than 5,000 ABC circulation in a town slightly under 12,000 population, in the central part of Oregon. Bend is located in a rather sparsely settled area, and it's a good three-hour drive to a larger town. This creates even more of a problem for a youngster with bright lights in his eyes.

THERE is always a certain amount of personnel turnover, particularly among younger staff members, even on a paper with only five newsmen. Some of this is welcomed, bringing in fresh blood. Some is hard to take, particularly when you see a promising young man who could use another year of seasoning depart for the big time before you think he's quite ready.

One of the things of which we are proudest on the Bulletin is our reputation as a training camp for the big time. In the last five years alone we have graduated one bright young man to Life magazine, another to a metropolitan newspaper in San Francisco, and still a third to a job as Southeast Asia publicity director for UNICEF.

Each of these men came to us straight out of college. Each stayed only a year or so. We are lucky to have had them. But they leave a big hole in the newsroom when they leave.

So, about three years ago, we went at the personnel problem in a different way. We decided to try to "make" newsmen ourselves.

Bend is the location of a junior college. All classes are held at night. Many of the students hold down part-time jobs during the day. We selected

Robert W. Chandler has found ways of dealing with the undersupply of reporters for small papers.

a young man who had all the qualifications for success in the newsroom except education and on-the-job training. He had a quick, alert and inquiring mind. He was impressed with the opportunities in the newspaper business. And he even had a few stars in his eyes.

We gave him a part-time job. If he performed satisfactorily, both in his classes and at the Bulletin, we would pay his tuition for his last two years of college. He is now a journalism student at the University of Oregon, doing well, and far ahead of the rest of his class in actual experience. He'll make a good man someday, for either our paper or another. Another has taken his part-time job and is doing well.

WE work closely with the journalism teacher at the local high school. Any student who shows promise and interest can spend some of his time working with our own staff. About a third of those enrolled do, and several of them plan to go on to college, to make careers out of working for newspapers.

Another young man has been working in our shop for three years, as a linotype operator. Recently he came to me with a request that he be allowed to try newsroom work. He got his opportunity when a regular staff member was ill for a few weeks. With some assistance he performed well.

He already had the advantage of a good working knowledge of English, style, spelling, etc., and has set enough stories to have a pretty good knowledge of leads, sentence structure and writing style. He's as well equipped now as most college sophomores or juniors. He's studying some extra class-



es at junior college, and will get the next opening in our newsroom. He'll be in his early thirties, a little older than most beginners, but is not "over the hill" by any means.

Another source of good men, overlooked by many I am sure, is available. One of our best staff acquisitions in recent years is an old-timer who decided the newsroom life in Chicago and New Orleans was too fast for him. The life in Bend is not exactly slow, but it's a change, and for the better as far as he's concerned. Retired men from the bigger papers can help us a lot, and it's refreshing to find someone going from the city to the small town for a change.

This idea, I hasten to add, is not new with me. Ed Kennedy of the Monterey, Calif., *Peninsula Herald* first mentioned it to me in connection with some plans of his own for staff development in future years. Our opportunity came a few months later, and we grabbed it, to our gratification.

THERE are then, in our experience, at least three ways to help ourselves overcome the present and continuing shortage of newsmen who want to work on small papers. We won't get all of them—we may not even get a majority—but we'll get some. We can:

1. Help arouse an interest in newspaper work among the students in our own communities, work with them, and let them learn something more authoritative about news work than they see in the standard TV shows.

2. Try out promising looking people in our own communities—and there are a surprising number of them—on a part-time basis, supplementing their work experience by giving them some selective reading in the newspaper field and in history, economics, political science, etc.

3. Take advantage of the pension

Worth Quoting

Ogden R. Reid, editor and president of the New York *Herald-Tribune*: "The most important force that a newspaper has at its command is a hard-hitting, objective and completely documented news story. Nothing produces results faster. A newspaper should present, within reason, all sides of every story and all pertinent facts. It is then up to the reader to decide and evaluate."



Don Higgins, left, a former Chicago and New Orleans newsman, joined the reporting staff of the Bend, Oregon, *Bulletin* three years ago. Julia Johnson, city recorder of Bend, is a part-time *Bulletin* staffer, and Virgil Rupp, right, is a typesetting machine operator who is learning to be a reporter as well.

programs established by papers in larger cities, and use those people who retire from their staffs with good years still left to them.

A little work along this line—and you'll be surprised at how little work and how much fun it will be—will pay big dividends, now and in the future.

Adless Papers—

(Continued from page 18)

Herbert Brucker, editor of the Hartford, Connecticut, *Courant*, wrote not too long ago that some day an editor may hit upon a formula that will foster a daily newspaper without advertising. He warned, however, "It is well not to hope for too much from such a newspaper . . . for there is little to indicate that its editorial content would differ greatly from that of papers with advertising."

But the dream lives on, as it did during the days of Dana, Scripps, and Field. And it probably will continue to be a subject of speculation as long as there are imaginative newspapermen.

Birdwatchers—

(Continued from page 12)

fact sheets and no press conference. Fortunately for the reporters, who had been told in advance about the launching and taken to see it but given only a little technical information about the rocket, they had managed to dig out enough on their own to write their stories. But the fact that a mouse was aboard the rocket was not pried out for several days.

The birdwatchers, then, cannot afford to relax and depend on the public information people to provide them with all that is needed. If they could, the assignment without a doubt would lose much of its fascination.

The happiest note is that there is little likelihood the birdwatchers will be sent back to the sand dunes to carry on their work. They have cracked the gates of Cape Canaveral, and they plan to be around to watch the passengers in the rockets of the future progress from mice to men.

Press Freedom in Formosa

(Continued from page 10)

manners, or having a demoralizing effect upon the armed forces and the general public."

(Not mentioned, however, were the twenty periodicals suspended on Nov. 15, 1957 by the Taiwan Provincial Government for alleged strictures of a similar nature.)

THIS action was taken only after these magazines showed no signs of improvement after repeatedly being advised by local government to correct such practices and they continued to act in controversion of the Publication Law. Such kind of administrative action as the suspension order cited above is indeed rarely taken unless it is absolutely necessary and the government is faced with no alternative.

Government limitations on the number of licensed newspapers and upon the size of newspapers are defended by Minister Tien as "only temporary measures, in keeping with the war-time economic policy of the Government, to save the supply of newsprint and to save foreign exchange." According to the Minister, "There are in Free China today thirty-three newspapers, forty-four news agencies (several of which supply news reports direct to the public) and 607 magazines which cannot be described as too few in comparison to the population figure of ten million people."

On the question of change in newspaper ownership, Dr. Tien said:

"The current Law of Publication provides that the ownership of a newspaper may be transferred upon joint application of the original and the new publishers for a change in registration. That this is to be done jointly by the original and the new publishers illustrates that the transfer of the registration license is only a legal formality, based primarily on the agreement of the parties concerned. No government agency at any level has the power or authority to prevent or interfere with such action."

Minister Tien defended the ownership of newspapers by the government or the Koumintang Party on the grounds that control of only four out of thirty-three newspapers leaves ample room for private ownership, particularly in view of the fact private investors share in their ownership and management.

Government officials and many others, including a number of the newspapermen and journalism educators, feel that in practice China, for a country on a war-time footing, main-

tains a great degree of press freedom. There are others, especially in other countries, who do not believe, or who do not want to appear to believe, that any tolerable degree of press freedom exists in Taiwan.

There is no questioning that Nationalist China would gain stature in the eyes of the freedom loving people of Western countries if the government leaders could see their way to withdraw the restraints imposed by martial law, instead of pressing for stronger controls. At the same time, the working newsman in Taipei finds himself as free to go about his daily work, with the sources fully accessible, as if he were in Washington.

It would seem, then, that any further study of infringements of press freedom would take the investigator behind the documents and the records in search of evidence of the operation of a pattern of extra-legal controls.

The Press and Integration

(Continued from page 16)

acts, toward good-will or ill-will in our communities. The press, we believe, has a special and heavy responsibility, not merely editorially . . . but in its treatment of news."

That's why, the editorial explains, the *Times* only uses the race of a person when there's "a legitimate purpose to be served thereby."

"By this we mean that it is correct to refer to race when the accused is still at large and race seems one mark of identification. It is also correct, when, as in the case of race riots or racial antagonisms, it becomes essential to the understanding of the news."

The *Times* reluctantly identifies a person as a Negro if he "does anything particularly meritorious . . . I look forward to the day when even that helping hand may not be necessary," Publisher Arthur Hays Sulzberger said recently.

OTHERS question whether the label should be used even as a helping hand. "It's a dreadful mistake to say look what this Negro accomplished rather than what this man accomplished—the effect of meritorious race labeling," said Anderson, city editor of the *Gazette*.

"That approach creates the very attitude you want to destroy: the

Negro isn't a human being like the rest of us and should be patted on the back for his every significant achievement."

For years the *Gazette* has avoided race labeling. Its women's pages also are open to Negroes on an equal basis, as are those of several other West Virginia dailies. Old-time society pages have resisted the calls for equality longer than any other newspaper section, while sports writers have pioneered equal treatment for the Negro as an athlete, not a Negro.

A SLIPPERY stumbling block in the path of an editor who wants to eliminate race labeling is the policy of major wire services, which sometimes use the race label even when it isn't an essential ingredient of the story. In the rush to meet deadlines, the label may slip by the copy desk.

2. Devote more space to examples of harmonious race relations and the newsworthy accomplishments of Negroes. Newspapers also should give their readers more background on the causes of racial tensions and troubles.

"Much more than it has so far, the press should report, interpret, and discuss the facts and attitudes involved in the crucial issue of race relations," said Sulzberger of the *New York Times*.

"We need to know widely about communities that have established successful patterns of integration so that other communities can take encouragement from their success," he continued. "Out of such a flow of information will come the fulfillment of the crusade for equality."

For editors who argue that their readers are only interested in bloodshed and comic strips, there's a lesson to be learned from what happened when the *Times* published a special report on school integration in the South two years ago.

Anticipating widespread interest, the circulation department ordered 100,000 extra papers. Despite executive misgivings, the extra papers were distributed and "we had one of the rarest experiences in newspaper publishing—a 'clean sellout,'" Sulzberger said.

"There was literally not a single unsold copy left and when we were able to make an accounting, we found that the net paid sale for the day was well over 700,000 copies, the largest on any weekday in the *Times'* history."

3. Don't hush up serious racial incidents, but report them with the greatest accuracy and factualness to avoid stirring up mob violence. Absence of news will inspire hard-to-

control rumors, which inflame the public far more than responsible news coverage. Sensationalizing such incidents, however, will sharpen community tensions.

SPECIAL caution should be used in dealing with the sensitive egos of adolescents, especially those who act out parental prejudice by participating in demonstrations against school integration.

Whenever a handful of teen-agers in southern West Virginia threatened a strike to protest integration, their ringleaders invariably called the *Gazette* and asked for coverage.

"We just sneered at them, pointing out that whatever they did was too trivial for us to fool with," Anderson said.

"They wanted attention. So when the cameras failed to show up, nothing ever happened."

The *Gazette* always covers serious racial incidents, he pointed out, but cautiously avoids sensationalizing them. Wire stories on troubles in other states are played according to their merit.

"We don't hush up any serious conflicts," Anderson said. "However, a newspaper can do irreparable harm by exploiting racial troubles. This must be considered in determining how the story is written and played."

4. Replace wish-wash editorial on the glories of brotherhood and evils of prejudice with ones that take strong stands on specific discriminatory situations. And editorializing without adequate news coverage is fruitless since your readers can't understand or respond.

"... It is wiser to attack segregation and discrimination than to attack prejudice directly," Allport writes. Even if a vague brotherhood message weakens the reader's prejudice, he can't act out his new attitude in a segregated society that denies him equal-status contact with Negroes, which many social scientists consider the most effective weapon against prejudice.

Editors also should use more ridicule and humor in their war on bigotry. "... Ridicule and humor help to prick the pomposity and irrational appeal of rabble-rousers," Allport believes. "Laughter is a weapon against bigotry. It too often lies rusty while reformers grow unnecessarily solemn and heavy-handed."

Here are two examples of how ridicule and humor can be used in the crusade for equality. This shorty editorial appeared in the *Gazette* during the annual fall outburst against school integration in the South:

"It is refreshing to note, while sporadic violence is being reported in connection with school integration in the South, that most West Virginians have better things to do than form mobs and jeer at little children."

And Anderson devoted one of his Sunday columns to "The Hero of Little Rock," Bollweevil J. White-trash, who explained his brave action in keeping a little Negro girl from entering Central High School with this remark:

"I ain't never been in no school and

by grabs I wasn't gonna let her get in neither."

But perhaps Richard Parrish, editor of *The West Virginian* in Fairmont, put his typewriter on the basic source of a newspaper's strength in fighting prejudice:

"A good editor will always employ his editorials in the interests of fair play and in strong opposition to any evidence of intolerance.

"If he isn't ready at all times to 'stick his neck out' all the way in such matters, he should quit."

From Quill Readers

SECOND STEP IS HARDEST

To the Quill:

Fred G. Herman of Oakland, Calif., did a good job in his letter to *THE QUILL* (April) of outlining the "second step" dilemma of young newspapermen. My own experiences recently fit into his outline. There are a wealth of initial openings for the graduating journalist, as he says, in the \$60 bracket. My own experiences and those of my classmates in June of 1956 have indicated opportunities for the "first step" are ample.

But from what I have been able to learn about the "second step," from visiting in various newspapers somewhat larger than the first I worked on, one's "dedication" would have to fill his stomach to offset the salary standstill or even decrease that is offered. At this point I must inject the fact that I have been on active duty in the Army since June of 1957. A lot of this service time has been spent dropping in news rooms in the South and East inquiring about job openings and salaries. What I have found out warns me that when separation time comes next year it's going to take real digging to better my first position on a 7,000 circulation Kentucky daily.

During a year on that paper, from which I was drafted as editor, I had built up a weekly salary that was

above anything mentioned by papers of around 60,000-100,000 circulation as to what a man in my position could expect to receive as a starting wage. Armed with the fact that I had been an editor of a daily, would have my service obligation fulfilled, was a college graduate and free to work any hours, I put out my query. The highest figure mentioned was \$75 a week.

It is true that perhaps being in the service and having to speak to prospective employers in vague terms of one year hence might not give one an entirely accurate portrayal of salary scales. But it is true that four ominous points loom up after feeling around these potential salaries. If a man gets a fairly sizeable paycheck from a small paper and wants to take the next step up, he might be forced to:

1. Take a job with a medium-sized paper or a wire service and do more work on a larger scale for an identical or smaller starting salary than his first job;

2. Take a job on a metropolitan paper as a copy boy and hope, like a romanticist, for the "big break";

3. Stay with his first paper and be under a salary "ceiling" because of its size;

4. Give up his affection for newspapering and find something duller but better paying.

PFC ELLIS EASTERLY

Fort Hamilton, Brooklyn, N. Y.

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Page 16: E. T. Dumetz, Charleston, W. Va., *Gazette*

Page 19 and 20: Bill Yates, Bend, Ore., *Bulletin*

Correction

A picture underline in the June issue of *THE QUILL* incorrectly identified George Beveridge, Pulitzer Prize winner of the Washington, D. C. *Star*, as a member of the staff of the Fargo, N. D. *Forum*. Mr. Beveridge won the award for local reporting without the pressure of edition time.

The Book Beat

NEWSPAPERMEN have been inclined to look down their noses at the academic discussions of mass communications. For those who are still skeptical and who would like to explore what is becoming to be a recognized field of study, an excellent book to start with is "The Mass Communicators" (Harper & Brothers, New York, \$6). The author is Charles S. Steinberg, director of Press Information for Radio for the Columbia Broadcasting Company, and a lecturer in the communication arts at New York University.

Dr. Steinberg points out that just as the nineteenth century was the age of the Industrial Revolution, so the twentieth century has become the age of mass communications. He traces the growth of the mass media, attempts to evaluate its function in society, and makes an appraisal of the impact of the communication arts on modern society.

One of the techniques of mass communications is public relations. The author examines the concepts of public opinion and how it can be measured and discusses in detail how public relations can affect mass opinion. Part III of the book is devoted to a penetrating study of the various media of mass communication, including the newspaper, motion pictures and radio and television.

There is an excellent discussion of the function of public relations including the ethical considerations he feels are inherent in the practice of public relations. The author outlines in detail the practice of public relations and promotion and its relation to advertising. For those interested in this field, the final portion of the

book will prove helpful for it offers a number of case histories of public relations campaigns.

The theme, which the author underlines is expressed in these words: "Public opinion formation in a democracy is utterly dependent upon the issuing of facts and information. The success and depth with which these factual data are issued, in accordance with the ethics and values of a democratic society, depend upon the orientation and basic integrity of those who are responsible for the use of the mass media." —C. C. C.

THE lawless days of the push into the Southwest, when an editor had to be as fast on the draw of both gun and pen, are chronicled by Jo Ann Schmitt in her "Fighting Editors" (The Naylor Company, San Antonio, Tex., \$3.50). The author presents a documented and historically factual account of this era when fighting pens duelled with blazing guns. The newspapers were hand composed and printed on hand-fed flat bed presses. The editors were powerful voices of their day as law and order and justice, painfully and slowly, were forged in the untamed land.

Ink and blood mixed violently, but the press was free and the truth was boldly, even if often crudely, circulated to the readership. This is a book of competence in reporting facts of the breed of "Fighting Editors" on the frontier. —WILLIAM RUTLEDGE III

NOT many years ago engaging in propaganda on an international scale was considered beneath the dignity of reputable nations, verging on subversion, and of little use anyway. But today the mighty and the "mighty" countries—and those in between—all sponsor some amount of international propaganda activity and attempt to protect themselves from undesirable propaganda of others.

In "International Propaganda: Its Legal and Diplomatic Control" (University of Minnesota Press, Minneapolis, \$5.75) Dr. L. John Martin, journalist and political scientist now on the editorial staff of the *Detroit Free Press*, surveys legal and diplomatic efforts toward propaganda control. As background, he traces the development of such propaganda and describes activities in the field by the United States, Great Britain, and the Soviet Union. This is an important book, well indexed and documented, that should not be overlooked by

those concerned with world affairs, including journalists, of course.

—D. WAYNE ROWLAND

WHILE photojournalism is not a new word, it is still unfamiliar to many newspapermen. Arthur Rothstein is one of the outstanding practitioners of this rapidly developing field of journalism. He has been a staff photographer and technical director for *Look* magazine for the last sixteen years. His pictures have won a number of awards and are now in the permanent collections of the Museum of Modern Art in New York and in the Library of Congress.

In "Photojournalism, Pictures for Magazines and Newspapers" (American Photographic Book Publishing Company, New York, \$5.95) he presents a comprehensive review of all phases of photojournalism, including the function of the picture editor and the art director. There is a discussion of photographic equipment and dark-room practices and a helpful chapter on legal restrictions, including releases and copyright. The book is illustrated with more than 200 news and feature photographs.

—C. C. C.

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When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

SITUATION WANTED

EXPERIENCED NEWSMAN—10 years business editor; also city, news desks. Major dailies, wire service. News magazine correspondent. Now successful public relations counsellor. Seeking m. e. spot, medium-sized city. Box 1182, THE QUILL.

Research Assistant—Master's (journalism). SDX. KTA. Experienced, careful. Box 1184, THE QUILL.

June graduate seeks journalism job. Prefer magazine but not essential. Experience includes radio news writing and newscasting, magazine editing. Majored in agricultural journalism at Iowa State College. Now available. John Taylor, 21 S. Quincy, Hinsdale, Ill.

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EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago. Su 7-2255.

Correspondents—for trade journal coverage, special assignments, feature reporting. Box 1180, THE QUILL.

Farm coverage, up to \$100 for special articles. Box 1183, THE QUILL.

MISCELLANEOUS

FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

Opening for

**ASSISTANT EDITOR
on MID-CONTINENT BANKER**
(A Regional Banking Publication)

QUALIFICATIONS PREFERRED:
Man between ages 25-35... experienced on trade papers, daily or weekly newspapers... from the Midwest or Southwest... not subject to military service.

Salary Open... Start by Oct. 1
SEND RESUME of schooling, business experience, marital status... and RECENT photo to:

Commerce Publishing Co.
James J. Wengert, Editor
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408 Olive St. — St. Louis 2, Mo.
(Publishers of Five Monthly Trade Publications)



49th

YEAR CONVENTION OF
SIGMA DELTA CHI —
first convention west
of the Rockies
since 1939

The time of your life awaits you in San Diego!

You'll never forget the Sigma Delta Chi convention in San Diego, Nov. 19-22, 1958. The speakers will be famous, challenging and newsworthy. The discussions will be spirited and important. And the program includes tours, visits to Mexico, and other activities that are stimulating and informative.

San Diego itself — if you haven't been there lately — will be a genuine eye-opener. It's where California and Mex-

ico meet, a unique community, with a perfect climate and with attractions that will make you use many rolls of color film.

Plan to bring your wife and family — they'll have a wonderful time. Headquarters will be at the U. S. Grant Hotel in San Diego. Put these dates — Nov. 19-20-21-22 — on your calendar now, today. And allow a few days extra for vacationing in San Diego. You'll love it!!

THE-TIME-OF-YOUR-LIFE SIGMA DELTA CHI CONVENTION—SAN DIEGO—NOVEMBER 19-22, 1958!!

THE QUILL for July, 1958



Sigma Delta Chi NEWS

NO. 70

JULY 1958



Donald Gale, left, and Gordon Allred, members of the University of Utah Chapter show off awards received at the chapter's annual awards banquet. Gale was the recipient of national's outstanding male journalism graduate award. Allred received the pen set from the chapter for high journalistic achievement in the publication of his book, *Kamikaze*, in January by Ballantine Books.

SDX Incorporates Under Illinois Law

An important step was taken by Sigma Delta Chi on March 10, 1958, when the society was incorporated under the laws of the State of Illinois. By incorporating, the liability of the individual member is limited and responsibility falls on the corporation.

Since 1912 when Sigma Delta Chi held its first national convention the merits of incorporation have been debated. The Convention in Houston last year directed the Executive Council to incorporate the Fraternity.

The three incorporators who were granted the charter from the state of Illinois are Sol Taishoff, chairman, Executive Council; Bill Ray, executive councilor; and Victor E. Bluedorn, executive director.

Dates to Remember

The 49th Anniversary Convention will be held November 19-22, 1958 at the U. S. Grant Hotel, San Diego, Calif.

Name Outstanding Male Graduates And Scholarship Award Winners

Citations for achievement, presented annually by Sigma Delta Chi, have been awarded this year to 44 male graduates in journalism who were selected as outstanding in their classes at colleges and universities where the Fraternity has chapters.

The selections are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by the committee composed of student, faculty and professional members of the society.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are: Paul Lingard, Boston University; Patrick Mahoney, III, Butler University; Robert Carl Dorr, University of Colorado; Gerald Anderson, Drake University; Alexander C. Hutchison, University of Florida; Dean Hyrum Judd, University of Idaho; Harry J. Kevorkian, University of Illinois; David E. Albright, Indiana University; Rollie Farley Henkes, Iowa State College; Larry D. Boston, University of Kansas.

Roger A. Meyers, Kansas State College; Jay M. Moody, Kent State University; David G. Altemuehle, University of Kentucky; Paul Edward Salsini, Marquette University; Bruch Gordon Bennett, University of Michigan; Kenneth G. Warner, Michigan State University; James L. Engfer, University of Minnesota; Father Edward Bode, University of Missouri; Francis X. Crepeau, Montana State University; Jack Pollock, University of Nebraska; Eric McCrossen, University of New Mexico; Roger Iverson, University of North Dakota.

Gerald Edward Udwin, Northwestern University; Thomas C. Lyons, Jr., Ohio University; David Clarence Frost, Jr., University of Oklahoma; Donald H. Woodyard, Oklahoma State University; Charles Hugh Mitchelmore, University of Oregon; Ralph Z. Manna, Pennsylvania State University; Robert Francis Beck, San Diego State College; Marvin W. Hastings, South Dakota State College; Jerry Allen Burns, University of Southern California; Donald Arthur Hecke, Southern Illinois University.

Ninety-seven men and women journalism students, graduated in May and June, have received Scholarship Award Certificates, given annually by Sigma Delta Chi.

Forty-nine men and forty-eight women qualified for the distinction by having established scholastic ratings placing them in the upper five per cent of their graduating classes. All college work for four years is taken into consideration. Forty-two schools and departments of journalism, where Sigma Delta Chi has chapters, are represented.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the Fraternity's policy of encouraging broad preparation for entry into the professional fields of journalism.

Following is a list of the 1958 winners of the award:

BOSTON UNIVERSITY—Mrs. Caroline Poh, Ann Jacobsen

BUTLER UNIVERSITY—Gennell Jackson

UNIVERSITY OF COLORADO—Marylyn Rosenstock, Judith Marie Bower

DRAKE UNIVERSITY—Doris Kelly

UNIVERSITY OF FLORIDA—John Woodward Dillin, Jr., Carolyn Sue Bell, Elsie June Card, Fay Carroll Sperring, Richard William McGinnis

UNIVERSITY OF IDAHO—Dean Hyrum Judd

UNIVERSITY OF ILLINOIS—Richard A. Atwood, William V. Weston, Harry J. Kevorkian, Jack L. Colwell, Sandra R. Thomas

UNIVERSITY OF IOWA—Sylvia Nan Borreson, Philip Ernest Burks, Karen Clause

IOWA STATE COLLEGE—Betty Lou Gregory, Margaret Louise Heald

UNIVERSITY OF KANSAS—Mrs. Margaret Armstrong D'Ardenne, Jere Glover, Ward W. Weldon

KANSAS STATE COLLEGE—Mrs. M. Royanne Graham, Janice M. Kraft

KENT STATE UNIVERSITY—Betty J. Gatchel, Violet Bashian

MARQUETTE UNIVERSITY—Barbara J. Kienlen, Alberta E. Steves, Paul E. Salsini, Matthew J. Zale

UNIVERSITY OF MIAMI—Patricia Hill Adams

UNIVERSITY OF MICHIGAN—James Walz, Karsten Prager, Harney Bailey
(Turn page)

MICHIGAN STATE UNIVERSITY—Elizabeth J. Prout, Robert D. Lyon, Kenneth G. Warner

UNIVERSITY OF MINNESOTA—Lawrence R. Van Tassel, Roberta L. Hiller, Elizabeth E. Smith, Jack E. Schwarzenbach, Timothy P. Howley, Kenneth S. Langbell

UNIVERSITY OF MISSOURI—Mauriene Hoffman, Joan Plavnick, Fr. Edward L. Bode, Betty Cook Rottmann, Arnold Paul Schifferdecker

MONTANA STATE UNIVERSITY—Richard J. Champoux

UNIVERSITY OF NEBRASKA—Beverly Buck

UNIVERSITY OF NEVADA—Nora Kellogg

UNIVERSITY OF NEW MEXICO—Velma B. Martinez

UNIVERSITY OF NORTH DAKOTA—Roger Iverson

NORTHWESTERN UNIVERSITY—Milan James Kubic, Peter Robson Richards, Samuel Walter Jameson, Richard Lee Wallace, Wayne Marshall Becker

OHIO UNIVERSITY—Bernard Bogar, Mary Alice Centofanti, Irwin R. Friedman

UNIVERSITY OF OKLAHOMA—Nami Benita Utschen, Doris Carolyn Gimpel, Shirley Ann Dodson

UNIVERSITY OF OREGON—William James Cook, Charles Hugh Mitchelmore
OREGON STATE COLLEGE—Ann Parman Kirkpatrick

PENNSYLVANIA STATE COLLEGE—Marian Beatty, Paul Nelson, Pauline Metz, Jean Hartley

SAN DIEGO STATE COLLEGE—Jerry D. Mathers

SOUTH DAKOTA STATE COLLEGE—John P. Leary

UNIVERSITY OF SOUTHERN CALIFORNIA—James Lee Morad

SOUTHERN METHODIST UNIVERSITY—Barbar Lee Emmett

STANFORD UNIVERSITY—Joan Marie Woods

SYRACUSE UNIVERSITY—Dorothy Schopp

TEMPLE UNIVERSITY—Barbara A. Watson, Arnold M. Finkel, Joseph S. Jennin

UNIVERSITY OF TENNESSEE—William F. White, Charles A. Goehring

UNIVERSITY OF TEXAS—Dolores Silva, Peggy Jo Elder, Elizabeth Ann Rudd

TEXAS A & M COLLEGE—John W. Warner

UNIVERSITY OF WASHINGTON—Mike Nickel, Virginia Whitehead, Patricia Conn

WASHINGTON & LEE UNIVERSITY—Edwin Worth Higgins, Jr.

UNIVERSITY OF WISCONSIN—William C. Thiesenhusen, Jane A. Jackson, Sonya Z. Rudzinski, Shirley A. Edwards.

(Continued from page 1, column 2)

Albert Lee Hester, Southern Methodist University; John L. Houd, Syracuse University; Joseph S. Jennings, Temple University; William E. Wentworth, University of Tennessee; Eddie Strode Hughes, University of Texas; Joe W.

Wilson Awarded Fellowship

Tom Wilson, Denver Post reporter and a 1953 graduate of the University of Minnesota School of Journalism, has received a Congressional Fellowship for nine months of political study in Washington, D. C.

The fellowships, awarded by the American Political Science Association, are given annually to 15 promising young journalists and university teachers of political science.

Wilson, 26, worked for the St. Cloud (Minn.) Daily Times before joining the staff of the Post where he has been a general assignment and Federal beat reporter since September, 1956.

At the University of Minnesota, Wilson was active in Sigma Delta Chi, a reporter and wire editor for the Minnesota Daily, and president of the Camera Club. After graduation, he served in the Army Medical Corps. He obtained a master of arts degree from Columbia University in 1956.

Wilson's fellowship pays \$4500 for the nine-month study which begins in November with a one-month orientation. He will then choose a position as a working staff member in a Congressional office. He will work four months with a Congressman or House of Representatives committee and then four months with a Senator or Senate committee.

The 1958-59 program of the American Political Science Association is the sixth year of operation.

Tindeel, Texas A & M College; G. Donald Gale, University of Utah; Howard Carroll Packett, Washington and Lee University; Barrie Hartman, Washington State College; James G. Wieghart, University of Wisconsin.



President Cavagnare (left) is shown presenting the Fellow plaque to Tom Powell, Jr., editor and publisher, Anamosa (Ia.) Journal and Eureka, at the Awards dinner in New York City.

Members, Public Invited to Make Fellow Nominations

Nominations are again open for Fellows of Sigma Delta Chi.

The rules call for the election of not more than three living journalists who have a distinguished career in the profession. The annual selection of nominations are made by a committee of past presidents of Sigma Delta Chi. After the nominations have been reviewed the committee will present not more than six candidates to the National Convention next November 19-22 at San Diego, Calif.

Chairman of the committee is Sol Taishoff, Editor and Publisher of Broadcasting, Washington, D. C.

Nominations may be made by any individual, chapter or member. Those nominated need not be members of the Fraternity. No entry blanks are necessary, but nominations should be in writing and sent to the Committee Chairman.

Journalists already honored in this manner and elected as Fellows are: Harry J. Grant, chairman of board, Milwaukee (Wis.) Journal; Barry Faris, editor-in-chief, International News Service, New York; Erwin Canham, editor, Christian Science Monitor, Boston, Mass.; Palmer Hoyt, editor and publisher, Denver (Colo.) Post; Dr. Frank Luther Mott, School of Journalism, University of Missouri, Columbia; James G. Stahlman, Nashville (Tenn.) Banner.

Benjamin M. McKelway, editor, Washington (D. C.) Star; Howard Blakeslee, Associated Press, New York (deceased); Walter Lippmann, editorial columnist, New York (N. Y.) Herald-Tribune; Irving Dilliard, editor, editorial page, St. Louis (Mo.) Post-Dispatch; Edward R. Murrow, Columbia Broadcasting System, New York; Dr. Alberto Gainza Paz, publisher, La Prensa, Buenos Aires, Argentina.

Louis B. Seltzer, editor, Cleveland (Ohio) Press; James S. Pope, executive editor, Louisville (Ky.) Courier-Journal; James B. Reston, New York Times, Washington, D. C.; Basil L. Walters, executive editor, Knight Newspapers, Inc., Chicago, Ill.; Bill Henry, National Broadcasting Company, Washington, D. C.; Hodding Carter, editor and publisher, Delta Democrat-Times, Greenville, Miss.; Kent Cooper, executive head, Associated Press, New York; Virginius Dabney, editor, Richmond (Va.) Times Dispatch; DeWitt Wallace, editor, Reader's Digest, Pleasantville, N. Y.

Paul Bellamy, editor emeritus, Cleveland (Ohio) Plain Dealer (deceased); Harold L. Cross, Skowhegan, Me.; Walter R. Humphrey, editor, Fort Worth (Tex.) Press; Luther Huston, New York Times, Washington, D. C.; Ward A. Neff, President, Corn Belt Publishers, Inc., Chicago, Ill.; and George Thiem, Chicago Daily News, Springfield, Ill.; J. Montgomery Curtis, New York (N. Y.) American Press Institute, Columbia University; Tom Powell, Jr., Anamosa (Iowa), editor and publisher, Iowa Journal and Eureka; Frank Bartholomew, New York (N. Y.) United Press International.

Personals

About Members

Jack Ryan, circulation manager for the University Press at Montana State University, Missoula, also has been appointed director of publications and news service for the university in addition to his present position. He succeeds **Ross Miller** who is leaving to become director of news and information for the University of Alaska, Fairbanks. Ryan also is Sigma Delta Chi State Chairman for Montana.

Mike Bay and **Jim Borcharding** have been named to new editorial posts by Successful Farming magazine.

Bay was appointed Livestock Editor. At the University of Missouri, he received bachelor of science degrees in agriculture (1947) and agricultural journalism (1952). He joined Successful Farming as Special Features Editor in 1955. Previously he had been with the Vocational Agriculture Department of Missouri, the U. S. D. A.'s



Bay



Borcharding

Farmers Home Administration, and the University of Nebraska Extension Service. Borcharding, appointed Dairy Editor for the farm publication, received his bachelor of science degree in dairy husbandry in 1956 at Iowa State College. He joined the magazine upon graduation. Borcharding previously was a rural school teacher, and he served as a county extension youth assistant in three Iowa counties.



J. Paul Scheetz, Director and Vice President of Planning and Development of the Rust Engineering Co., Pittsburgh, recently served as general chairman of the Public Forum on World Affairs, a two day meeting held in Pittsburgh. Above right in photo is Scheetz with Senator John F. Kennedy of Mass., principal speaker during the banquet at which Scheetz presided.

SDX NEWS for July, 1958

OCCUPATIONAL BREAKDOWN OF SDX MEMBERSHIP

| | Editorial News | Public Relations Publicity | Company, etc. Publications | Administrative And Misc. | Advertising And Sales | 1. School Faculty | Students | Armed Forces |
|---------------|-------------------|----------------------------------|-------------------------------|-----------------------------|--------------------------|----------------------|----------|-----------------|
| NEWSPAPERS | 5852 | 61 | | 78 | 106 | | | |
| COMPANIES | | 574 | 952 | 241 | 282 | | | |
| RADIO-TV | 595 | 41 | | 49 | 26 | | | |
| UNIVERSITIES | 167* | 367 | | 245 | 7 | 691 | 514 | |
| MAGAZINES | 624 | 9 | | 49 | 25 | | | |
| AD AGENCIES | | 24 | | | 329 | | | |
| PR FIRMS | | 269 | | | | | | |
| ASSOCIATIONS | | 149 | 207 | 285 | | | | |
| GOVERNMENT | | 126 | 404 | | | | | 487 |
| CHURCHES | | 30 | 61 | 24 | | | | |
| ATTORNEYS | | | | 104 | | | | |
| PHYSICIANS | | | | 15 | | | | |
| MISCELLANEOUS | 71 | | | 318 | | | | |
| TOTALS | 7309 | 1650 | 1220 | 1812 | 775 | 691 | 514 | 487 |

*Includes students of journalism.

G. Duncan Wimpres, assistant to the president at the Colorado School of Mines, Golden, received his doctor of philosophy degree from the University of Denver. Both his bachelor and master of arts degrees in journalism were granted by Oregon. His doctoral work was in the area of speech. Author of *American Journalism Comes of Age*, a college textbook, he has written numerous articles and papers for professional public relations and journalism publications.

Robert O. Schaefer was elected president of Associated Construction Publications, a national organization of 15 regional construction business papers. He is editor and publisher of *Mississippi Valley Contractor*, St. Louis. Associated Construction Publications spends \$36,000 annually in advertising to media buyers. Schaefer, who started MVC about 1907, founded the Hot Springs (Ark.) New Era in 1902.

Hugh H. Soper, agricultural specialist with the International Press Service of the United States Information Agency in Washington, was named "outstanding Civitan of the year" at the recent annual convention of the Chesapeake district of Civitan International in Norfolk, Va. The tribute was designed as a recognition for outstanding work for the organization and its major projects.

Mack Kehoe, manager of Miller Brewing Company community relations and publicity talked about public relations during a recent Wisconsin State Telephone Association meeting in Milwaukee.

Jack Bender has been named editor of the *Florissant Valley* (Mo.) Reporter, largest paid circulation weekly in Missouri. Bender has been associated with the Commerce Publishing Co., St. Louis

for the past five years. He was most recently assistant editor of *Mid-Continent Banker* magazine.

Dr. Max R. Haddick has been named acting chairman of the department of journalism at Texas Christian University, Fort Worth, for the next school year and **Edwin H. Ferguson, Jr.**, of the University



Haddick



Ferguson

of Houston, has been named assistant professor in the division. **Dr. Warren K. Agee**, former department chairman, became director of the school of journalism at West Virginia University, Morgantown.



Sigma Delta Chi NEWS

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it. Deadline for copy intended for the NEWS is first of month preceding date of issue.

Executive Director . . . VICTOR E. BLUEDORN
Financial Secretary . . . LORRAINE SWAIN
Office Manager . . . BETTY CAHILL
Staff Assistants: MILDRED MEYER,
JANICE STERNER

July 1958

No. 70



Kehoe

Kesler Fund Officially Established



The Carl R. Kesler Memorial Scholarship Fund was officially launched with proper ceremony at the Founders Day meeting of the Chicago Professional Chapter, Mrs. Kesler (second from left), widow of the late editor of *THE QUILL* was present and gave a response to the presentation (see adjoining column).

Featured speaker for the meeting was Ann Landers (center), nationally syndicated human relations columnist of the Chicago Sun-Times who is flanked (left to right) by Larry Fanning, assistant executive editor of the Chicago Sun

Times, Vic Bluedorn, national executive director of Sigma Delta Chi, and Sam Saran, NBC newsmen and president of the chapter.

The Kesler Memorial Fund will be administered by three trustees: Vic Bluedorn, chairman; William R. Ray, director of news and special events, NBC, Chicago; and George Brandenburg, Midwest editor of Editor & Publisher, Chicago. Contributions to the fund are tax free and may be sent in care of Headquarters of Sigma Delta Chi, 35 East Wacker Drive, Chicago, Illinois.

A Prophet With Honor in His Own Country



It is not only news but a rarity, when the head of a trade association is honored with a citation of appreciation, as the result of a unanimous resolution by the members of his organization. However, such is the case with Robert E. Harper, President, National Business Publications, Inc., an association of publishers of 200 trade, technical, scientific, industrial, professional merchandising and

marketing magazines. Pictured at right above with Russell L. Putman, President, Putman Publishing Co., Chicago, a Director and Past Chairman of the Board of NBP, Harper receives framed plaque carrying resolution of appreciation. Harper is a member of the Washington, D. C., professional chapter of Sigma Delta Chi.

The following is a text of Sue Kesler's remarks in response to the official establishment of the Carl R. Kesler Memorial Scholarship Fund.

I thought it appropriate to jot down a thought or two for tonight—on a left-over *QUILL* scratchpad.

Perhaps some of you do not know that the *QUILL* Editorial Office was our living room for a good many years. I still have a couple of shoe boxes full of gnawed off pencils that must have marked a lot of copy. The more gnawed—the better I like 'em.

Anyway, I hardly ever saw the living-room table top because it was always piled high with stacks of copy. Last month's, this month's, next month's—photographs, envelopes, pencils, stamps—incoming mail and unanswered mail!

So once in awhile when the gals were coming over for bridge or something, I'd carry everything but the lamp and dictionary into the bedroom—and the closet being full of *QUILLS* way back to '42—I'd hide it under the bed. But before I'd hear Carl's key in the door I'd laboriously carted it all back again to the table. And was I ever careful to put the stacks back just where I thought they had been. But almost always his eagle eye could tell if the September issue wasn't on top of the August—and I'd get his wry remark—"What the hell Sue, don't you want your friends to know we live here?"

But, seriously, fellows, you know very well how much I miss the *QUILL* and its editor. The living-room table is a lot neater but not nearly so interesting.

But it has helped a lot to feel so very proud about Carl's accomplished work—to know he loved doing it.

A very special pride is felt by our son and daughter—and by me—in this distinctive, lasting and worthwhile Memorial Scholarship Fund.

All your work, sacrifice and money it has taken to set it up is truly appreciated.

It was such a lovable way for you members of The Headline Club to show your admiration and affection.

From the bottom of my heart I thank you.

Chapter Activities

Each chapter should appoint a correspondent to report local Sigma Delta Chi activities to the *SDX NEWS*. Deadline for copy is first of month preceding month of publication.



NEW YORK CITY—Robert J. Cavagnaro (left), national president of Sigma Delta Chi, is shown congratulating Howard L. Kany, newly elected president of the New York Professional Chapter. Mr. Kany is manager of the newsfilm for the Columbia Broadcasting System and was president of the Washington, D. C. Professional Chapter during 1952-53.

FIGHT SECRECY—INFORM THE PEOPLE

DETROIT—Former Secretary of Defense Charles E. Wilson enlivened an off-the-record session with his hometown newsmen in the Detroit Professional Chapter with his sprightly comments on various facets of the world today. In a fire-at-will question and answer period following his formal talk, Wilson voiced his views on such scattered topics as the race for space, the recession, current automotive-labor negotiations, working for the government and the "foot-in-mouth" disease.

A unanimous vote was given to new officers for 1958-59. Elected were: President—William J. Trepagnier, editor, Motor News; Vice President—Jack Pickering, science writer, Detroit Times; Secretary—Harold Jackson, General Motors. Re-elected as treasurer was Lynn S. Miller, editor, Royal Oak Tribune.—**Ron Hall**.

FIGHT SECRECY—INFORM THE PEOPLE

GAINESVILLE—The University of Florida Chapter held formal initiation ceremonies for nine pledges and elected new officers April 24. The new officers, who are all first semester seniors and Floridians, are Jack Kaplan, Bradenton, president; Roger S. Gilmore, Cocoa vice president; Leslie E.

Clemens, Sarasota, secretary; and Larry Rogers, Gainesville, treasurer. All officers, with the exception of Clemens, are serving their first term in office. This is Clemens' second term as secretary of the chapter.

DALLAS—Two important actions were taken by the Dallas Professional Chapter at its monthly evening meeting. The group adopted a program of work "to get more and better-qualified youngsters enrolled to Texas journalism schools" and condemned officials "who bar newsmen from their meetings." Five area college journalism professors met with the group to discuss the education program. They were E. L. Callihan of Southern Methodist University; C. E. Shuford, North Texas State College; Bob McKnight, Texas Women's University; and Bob McCloud and Otha Spencer, East Texas State Teachers College. McKnight and Spencer are members of the Dallas Chapter.

The group agreed on a two-part program: 1. Strengthen journalism scholarship program. 2. Improve journalism's public relations. To implement this program, the Chapter voted to call this program to the attention of both the state and national bodies of Sigma Delta Chi and to begin immediately on the task of raising the funds to finance the program.

To strengthen scholarship programs the Chapter decided to step up its existing scholarship program, to encourage the Press Club of Dallas and other Press Clubs and Sigma Delta Chi chapters to make similar changes in their scholarship programs and to persuade newspapers and other news media of our area and state to grant their own scholarships.

To help improve journalism's public relations the chapter agreed that we must make every journalist, and particularly every SDX, a recruiter, whether he likes it or not, and that we must introduce into the high schools a better understanding of journalism, its attractions and its opportunities. The Dallas Chapter also voted to investigate the possibility of setting up a state headquarters office to co-ordinate a prolonged effort for better public relations for journalism, perhaps with the Texas Press Association and/or the Texas Daily Press Association.

In another step in the Dallas Chapter's "Freedom of Information" program, the Chapter discussed the recent actions of the Dallas County Commissioners Court in denying admission to their meetings to reporters of the Dallas Morning News and the Dallas Times Herald. Stating that such conduct "symbolizes the authoritarian and totalitarian practices which the American people are spending over 40 billion dollars a year of tax money to condemn and combat" and pointing out that "such reprehensible conduct on the part of certain officials must be both bitterly assailed and courageously condemned as un-American by every citizen of Dallas County because it is contrary to the public welfare," the group resolved that we "announce our collective condemnation of such official conduct by our public officials who bar newsmen from their meetings and urge all qualified voters, before committing themselves to the support of any candidate, to demand assurances from each that, if elected, he or she will guarantee open meetings to reporters always."—**Hal Dawson**

FIGHT SECRECY—INFORM THE PEOPLE

ILLINOIS VALLEY—The Illinois Valley Professional Chapter recently presented Richard E. Penelton of Edwardsville, Illinois, a senior at Bradley University in Peoria, Illinois, its "Outstanding College Journalism Graduate" award. Penelton is both a photographer and reporter and is active in many Bradley activities. He won the LaVerne Noyes scholarship in 1953, was second in the Alpha Delta national newswriting contest in sports stories in 1954, first in the Alpha Delta news writing contest in sports in 1955, won a freshman medal for extraordinary service in ROTC in 1953, and has worked as a copyreader at the Peoria JOURNAL-STAR and as a reporter for Station WEEK. Penelton is a graduate of Edwardsville High School and is majoring in journalism at Bradley. His Bradley activities include: Alpha Delta, vice-president; Kappa Alpha Mu, secretary-treasurer and president; sports editor of the Bradley SCOUT; and president of the junior class



UTAH—Both the winner of and the alternate for the 1958 scholarship offered by the Utah Professional Chapter were co-eds. Announcement of the award was made at the chapter's regular luncheon meeting. Left to right, Theodore Long, chapter president; Miss Maureen Derrick, alternate, and Miss Nettie Taylor, the winner. Both girls are junior students at the University of Utah, majoring in journalism.

GREATER MIAMI—The most successful Ribs 'n Roast show yet came off without too many of the usual hitches in June when more than 600 leading citizens packed the Miami Spring Villas playhouse for the show. Nearly 100 others were on the waiting list for tickets. More than \$3,000 was raised for journalism scholarships at the University of Miami. Bernie Weiner was selected as the recipient. Marshall Shapo was graduated in June—the first student to complete Journalism courses under a SDX scholarship grant from the chapter.—**Phil DeBerard.**

KNOXVILLE—The high popularity of Sigma Delta Chi on some campuses was described by Victor E. Bluedorn, national executive director, at a meeting of the University of Tennessee Undergraduate Chapter. At some schools it would appear that "students minor in journalism and major in Sigma Delta Chi," Bluedorn said. Above, Bluedorn (left) discusses an article in *THE QUILL* with Ernest B. Robertson, president of the University of Tennessee Chapter.



DALLAS—Top journalism graduates of 10 Dallas high schools were honored by the Dallas Professional Chapter at a regular luncheon meeting of the chapter. The honorees, selected in cooperation with journalism sponsors, principals and counselors of the 10 Dallas schools, were introduced to the chapter and were presented certificates.

Guest speaker at the luncheon was Weldon Owens, Dallas Times Herald columnist. In outlining his varied journalistic career, which has seen him hold newspaper jobs ranging from printer's devil to publisher, Mr. Owens pointed out the advantages of journalism as a profession. He was introduced by Clardy McCullar, chapter president and Dallas Morning News reporter. Chairman of the Awards Committee was Don Matthews, assistant superintendent in charge of special services for the Dallas Independent School District. Clardy McCullar (left), president of the chapter, and Don Matthews (right), Awards Committee chairman, present certificates to Mike Honea of Thomas Jefferson High School and Frances Sullivan of Woodrow Wilson High School.—**Hal Dawson.**

FIGHT SECRECY—INFORM THE PEOPLE

ATLANTA—William A. Emerson, Jr., Southeast Bureau Chief of Newsweek magazine, addressed the Atlanta Professional Chapter on the subject "The Adventures and Problems of Covering a Cuban Revolution." During his 8-day stay in Cuba, Mr. Emerson experienced some of the difficulties and technical problems that faced news reporters when they attempted to get both sides of the story in the strife-torn republic. His colorful descriptions of the conditions in Havana prompted many questions from the inquisitive newsmen. Mr. Emerson, a past president of the Atlanta Chapter, attended Davidson College in North Carolina prior to his entry on active duty with the U. S. Army. After service in the Far East, he returned to complete his education at Harvard. From 1948 until 1951, he was an associate editor of Collier's magazine. Then for two years he became Collier's Atlanta bureau chief and staff writer for the southern area. In April, 1953, Mr. Emerson founded the Atlanta Bureau of Newsweek and became its chief. He is well known for his almost single-handed reporting of South-wide progress and problems for Newsweek.—**Douglas Embry.**

FIGHT SECRECY—INFORM THE PEOPLE

NEVADA—Lowell E. Jessen, publisher of the Livermore (Calif.) Herald-News, in addressing the University of Nevada Undergraduate Chapter, urged the intensification of efforts to maintain freedom of information in order that governmental agencies may not deprive the people of their right to know. "Bureaucratic secrecy is depriving the people of much information they should have and are entitled to receive," Jessen asserted. He said an investigation should be made to determine whether the young people attending school are informed of their right to know, and are taught the meaning of freedom.

View with alarm

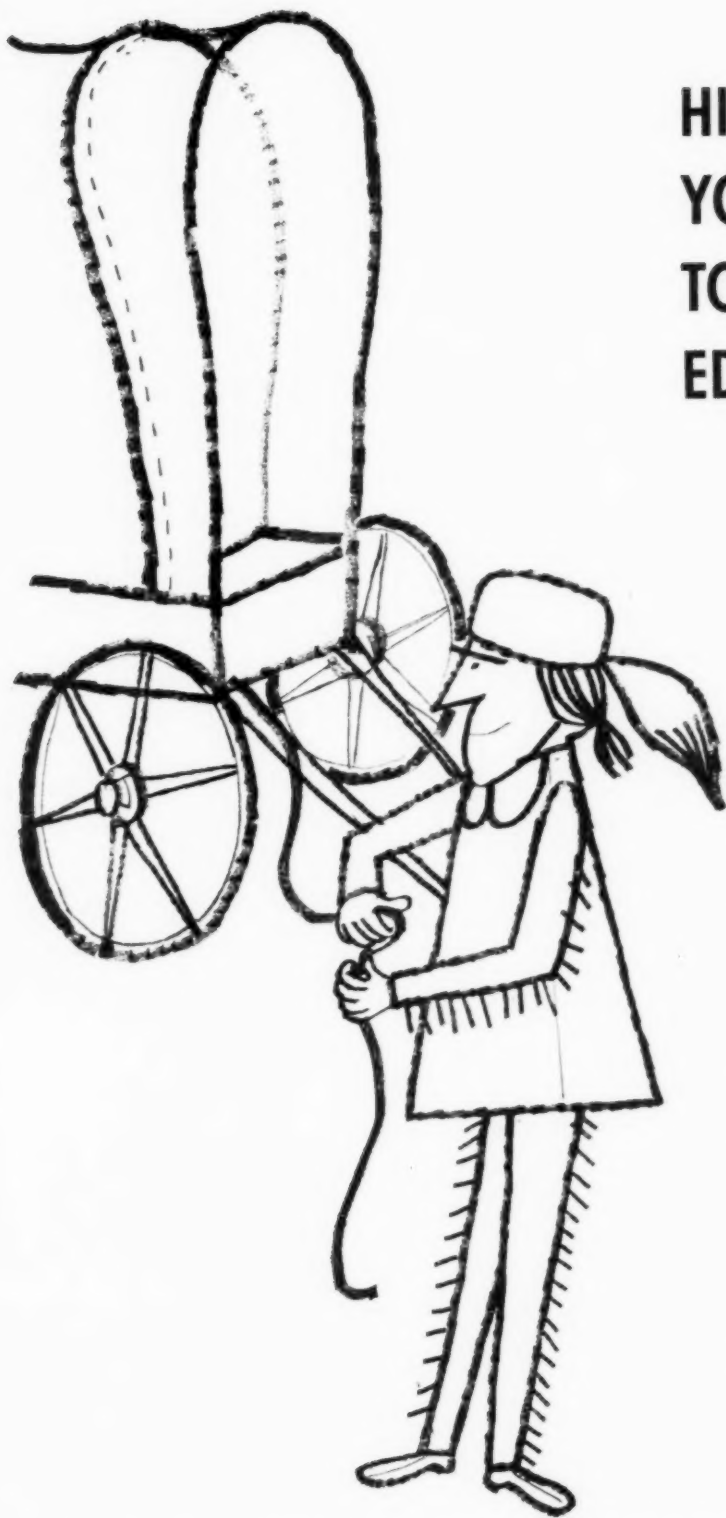
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